

**CANADIAN
FARM IMPLEMENTS**

1914

CANADIAN FARM IMPLEMENTS

VOL. X., No. 1.

WINNIPEG, CANADA, JANUARY, 1914.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00
Per Copy, 10 cents



UNION BANK OF CANADA

Established 1855

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Reserve Fund..... 3,400,000
Total Assets, over..... 80,000,000

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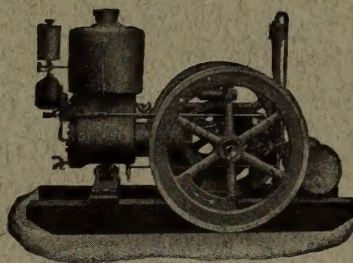
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This Bank, having over 310 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

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Stickney Engines

ARE THE BEST



Write today for 1914 Contract

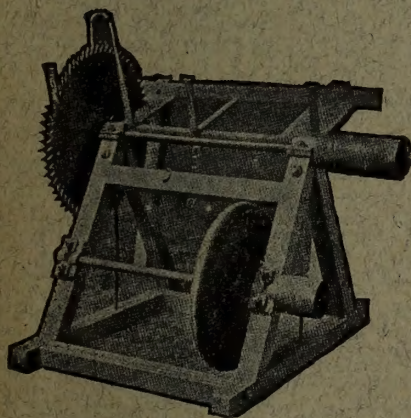
The new Stickney Engines have all the features that have made the Stickney Gasoline Engines the leading engine for farm work, and are now equipped with a kerosene carburetor which not only uses kerosene successfully, but operates on gasoline or gas more economically than other engines.

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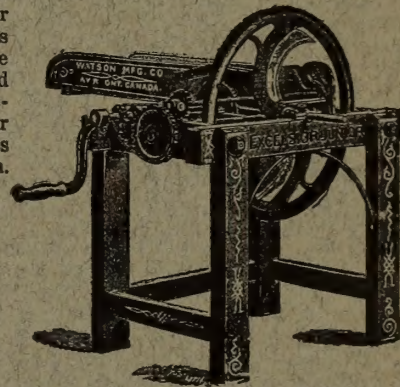
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Saws That Sell—Excelsior Cutters



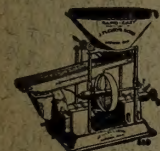
This is the season for selling saws, and when a saw is running on one of WATSON'S Pole Saw Frames it possesses a great attraction for customers. These frames have a heavy steel drive shaft, having no end play. They are firm, rigid and strongly braced and have a solid fly wheel and three pulleys. WATSON'S Cordwood Saw Frames are the ideal frames for steady running,

and are fitted with a ratchet pulley. Do you want to sell a feed cutter that will give absolute satisfaction to your customers? The Excelsior Junior fills the bill. It retains a razor-like edge all the time. Made in seven styles and sizes; it can be driven by hand, horsepower, engine or windmill. One lever starts, stops or reverses it. Write us today for our dealer's proposition.



John Watson Mfg. Co.

COR. CHAMBERS ST. AND HENRY AVE., WINNIPEG



THE LARGEST LINE

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GRINDERS

IN CANADA

In sizes to suit any power. These cuts show three classes.

54", for use on the Farm. Three sizes.

550, Farm use or Custom Work (stationary or for moving from place to place).

551, Attrition Mills for Elevators, Custom Mills, etc. Finest work and greatest capacity. We have just what you need in these "Rapid Easy" Grinders—which do more work with same power than others. Information, circulars, etc. upon request.

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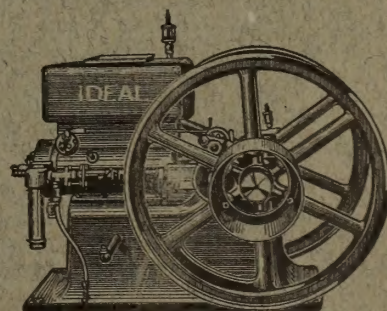
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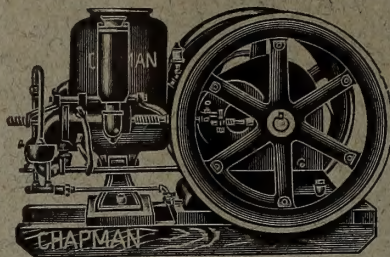
Manufacturers of

the most up-to-date line of:

Windmills, Gas and Gasoline Engines, from 1½ h.p. to a 50 h.p. Tractor; Grain Grinders, Steel Pole and Wood Saws, Pumps, Tanks, Concrete Mixers, etc.



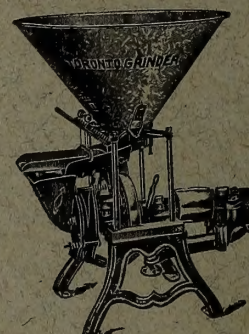
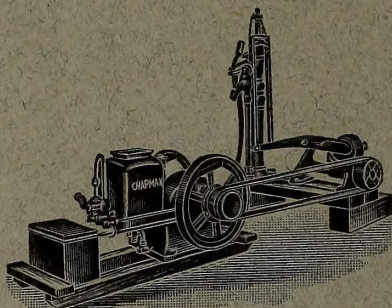
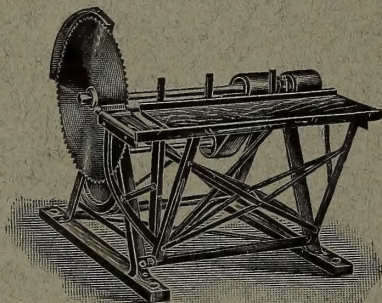
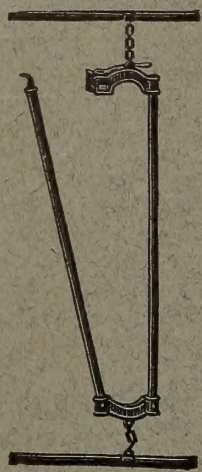
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ARE you trying to tramp your way to success over dissatisfied customers, with cheap, inferior goods, or are you making a lasting impression and staunch friends by handling a superior line? If you have not contracted with us for our Chapman Gasoline Engines, Toronto Windmills, Chapman Well Drills, Toronto Grinders, Pumps, Saw Frames and Saws, Water System Outfits, **Now is the Time to Do It!** Write to-day and have our representative call to see you.

ONTARIO WIND ENGINE & PUMP CO., LIMITED
TORONTO MONTREAL WINNIPEG CALGARY



Dealers: Increase Your Earnings

By handling the combined Emerson and
Tudhope-Anderson Co's Lines

Think This Over

It means not only increased profits in **your** business but also the prestige that goes with handling the high-grade machinery of such well-known manufacturers.

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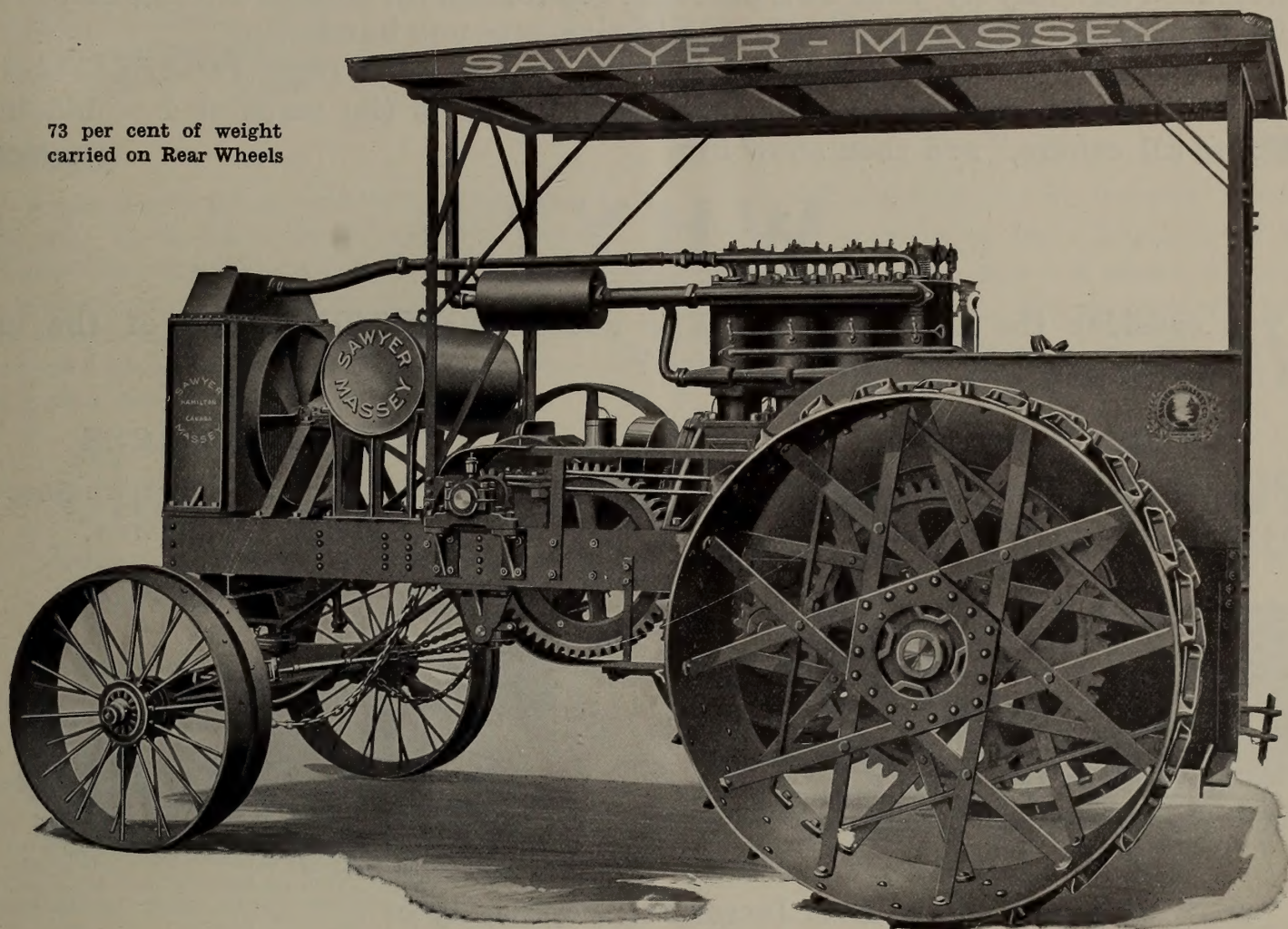
WINNIPEG REGINA

SASKATOON

CALGARY

The Premier Company

The Premier Goods

73 per cent of weight
carried on Rear Wheels

Sawyer-Massey Gas Tractor—Left View

25-45 Horse Power

The Premier Trade Builder

The Gas Tractor is rapidly winning favor with Canadian farmers. They appreciate the sterling advantages of a strong, powerful, sure, efficient and economical tractor for a variety of service. That's why they like the Sawyer-Massey 25-45. That explains why there were so many Sawyer-Massey Gas Tractors sold last season and why you should handle them for greater profits this year.

This Gas Tractor is a proven success. On the farm or in the most trying contest it has demonstrated its efficiency and superiority of design, workmanship and construction.

Rated at 25 nominal and 45 brake horse-power, it develops as high as 52 h.p. This means honest measure of service. It gives assurance that it cannot fail when subjected to severe conditions.

More Sawyer-Massey Gas Tractors will be sold in 1914 than ever before. That's sure. You should get your share of this business and make more customers for other Sawyer-Massey machines.

Write today for our proposition and complete catalogue of Steam and Gas Tractors, Grain Threshers and Road-Building Machinery.

Sawyer-Massey Company, Limited

Builders of Steam and Gas Traction Engines, Grain Threshers, and Road Making Machinery

Head Office and Factory - - - HAMILTON, CANADA.

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SAWYER~MASSEY

Your Success

Is measured not only by your own personal reputation for square dealing and fairness but by the reputation of the machinery and implements you handle.

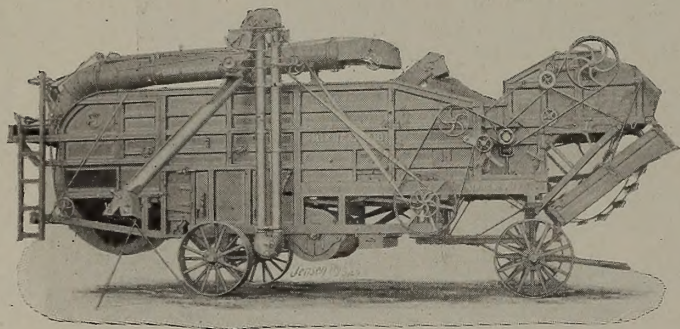
Do you exercise the same care in selecting your various lines TO SELL that you would TO USE? Can you say to your customer, "This is the machine I would buy in preference to all others," and then show him

WHY?

Do you consider the AGGRESSIVENESS and PROGRESSIVENESS of the manufacturer before contracting to handle his line?

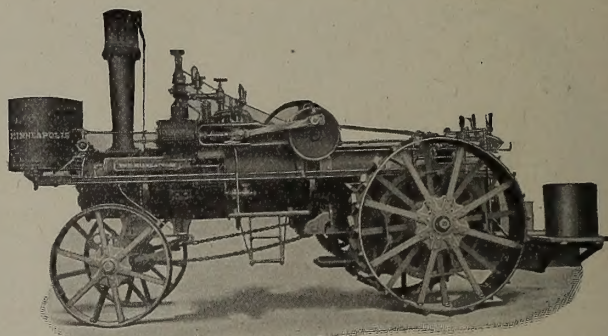
Aggressiveness

In advertising and assisting you in the many known ways to effect profitable sales.



Progressiveness

In keeping his line up to the very highest state of perfection and satisfying qualities.



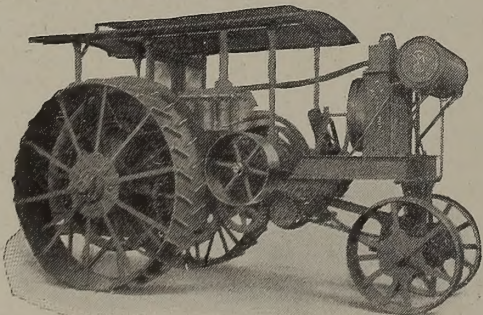
The Ever Increasing Popularity of

"The Great Minneapolis Line"

Makes the Minneapolis 1914 Agency a valuable asset

Reliable Dealers Wanted in Unoccupied Territory

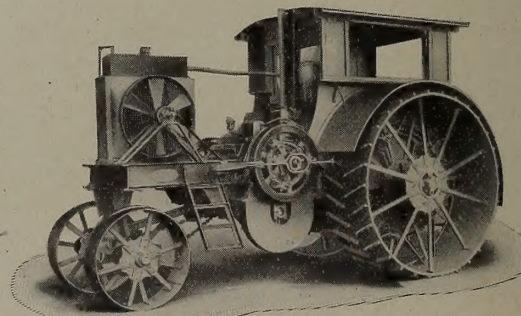
Your
In-
spection
Invited



25 H.P. 4 cylinder.

Farm Motors
Steam Engines
Accessories

Minneapolis
Machinery
Satisfies



40 H.P. 4 cylinder

Automatic Power Lift Engine Gang Plows
Threshers
Supplies

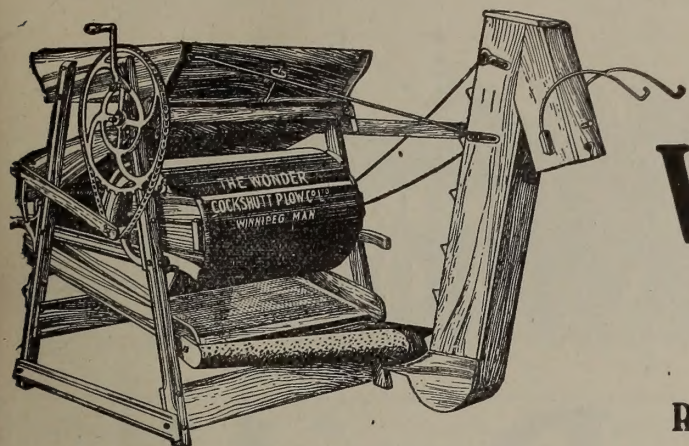
Your
Com-
parisons
Welcomed

Built and Sold by

The Minneapolis Threshing Machine Company

Hopkins (West Minneapolis) Minnesota

Branches at REGINA and WINNIPEG



The New Improved Wonder Fanning Mill Has a Greater Capacity

Rebuilt and Improved in accordance with strict specifications

A bumper crop cannot be expected from unclean, ungraded seed. To the farmer who farms for profit a reliable fanning mill is an absolute necessity. Unclean seed wastes time, land and money. The example of experimental farms should be followed more strictly, and only clean, sound, uniform seed sown. The result would put the farmer on a better money making basis.

The principle of the New Improved Wonder Mill is the best on the market, and is fully protected by patents. With its improvements it is a winner—the only Fanning Mill that will perfectly clean and grade every kind of grain sown in Western Canada; and the only Fanning Mill that will separate wild oats from wheat in one operation.

Clean Grain Means Bumper Crops

Here are a few points which prove the absolute superiority of the New Improved Wonder Fanning Mill:

Construction

The Wonder is built throughout with hard maple, thoroughly bolted and braced. The drum, screen holders, etc., are of heavy galvanized iron, much stronger than tin or black iron. The feed pan is one piece of double thick galvanized iron, pressed into shape, with bent over edge, ensuring an even distribution of grain on the sieves. The main sprocket wheel has the hub extended on both sides, giving a wider bearing and balancing the wheel, so the strain comes on the centre. This makes the mill very steady and easy running.

The Drive

is the light running chain drive, no complicated gear to get out of order. The mill is operated by two sprockets and two pitmans. The keynote of the Wonder is simplicity, combined with efficiency and quick operation.

The Equipment

consists of fifteen all zinc screens for use as follows: For the upper shoe—wheat gang 5, barley 4, oats 1, flax 2. For the lower shoe—wheat, barley and oats 2, flax 1. The arrangement of the screens for separating wild oats from wheat is as perfect as scientific fanning mill construction will allow and is the most successful and durable contrivance for the purpose ever invented. This is a complete outfit for cleaning wheat, oats, barley or flax; your customer does not have to pay \$5.00 extra for a gang of barley sieves.

If we are not now represented in your district write us for particulars of our Agency proposition.

Screens

The Wonder is the only Fanning Mill with all zinc screens which will neither rust nor spread like wire. The specially cut mesh always keeps the correct position and the screens will give a lifetime of satisfactory service. The perforation is gauged with perfect accuracy and is altered to conform to the shape of foul seeds.

The Shake

to both upper and lower shoes is produced by long pitmans and can be altered as required by raising or lowering a slide on the shake rod, kept in place by one set screw.

The Hopper

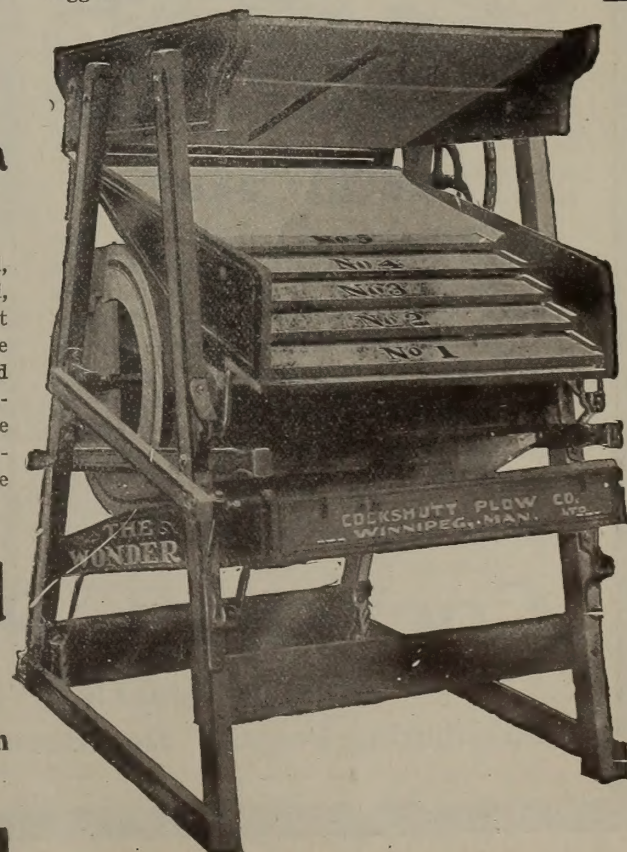
is of extra large capacity, the full width of the mill. The specially constructed feed pan prevents clogging and perfectly controls the distribution of the seed. This is one of the most important features of the Wonder, assuring an even supply of seed throughout the operation of cleaning. The seed is spread over the full width of the sieves.

The Shoes

are hung and oscillate horizontally with a slight upward motion, which throws the grain clear and makes it impossible for the screens to become clogged.

The "Wonder" easily pays for itself with Extra Profits

Don't let your customers waste time, land, and money by planting inferior, unclean seed, when they can increase their profits by laying out a few dollars in a Wonder Fanning Mill. Its use means that they can farm better, sell better, and put more money into the bank than they can possibly do without its help. Thousands of progressive farmers have convinced themselves of its money-making value and would not be without it. Write us for further particulars.



Cockshutt Plow Company Limited

Western Branches: Winnipeg Regina Calgary Saskatoon

Distributing Points: Red Deer Lethbridge Edmonton Brandon
Portage la Prairie

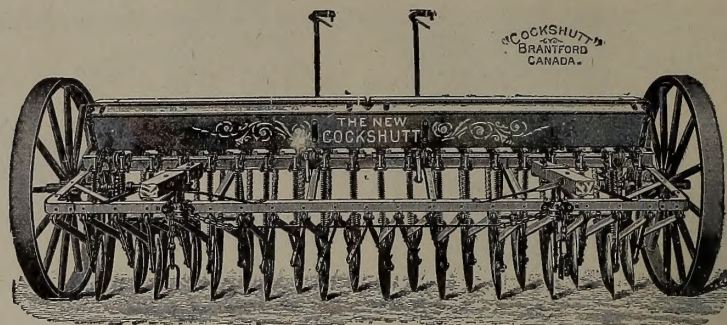
More Power

to your

Selling Talk

Read the superior features of

Cockshutt Drills



We manufacture the most satisfactory Drills on the market. Our drills have advantages which make them superior to all others. Post yourself on these advantages so you will get your share of 1914 sales.

The Construction

The frame is made of heavy angle steel, securely braced and Hot Rivetted, there are no bolts to work loose and cause trouble. A heavy steel I beam extends from wheel to wheel and is securely fastened to each axle. This beam supports the seed box and absolutely prevents sagging, with the result that there is no binding which would interfere with the regular operation of the feed cups, and the drills always cut an even depth, the seed is planted uniformly, and an even stand of grain is secured. An examination will convince you that this is the most satisfactory frame ever put on a drill.

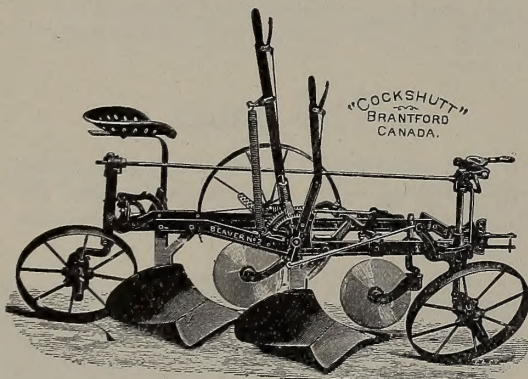
The Discs

The discs are so placed that there is a gradual widening of space between the discs towards the rear, which prevents clogging, consequently they will turn and cut even in wet soil. Stones and trash cannot clog there and stop the revolutions of the discs. Dust-proof, self-oiling bearings are used; when these chambers are once filled with oil the drill can be run an entire season without re-oiling. The furrows opened by these discs have wide bottoms, permitting the seed to scatter out so that large roots may grow and draw plant food from a large amount of soil. The discs are set staggered to insure their passing over loose sod or clods which ordinarily would interfere with their work. Carefully fitted scrapers on both sides keep the discs always clean.

The Feed

The Feed is chain driven. This is far more satisfactory than the gear drive, because the chain is placed well under the seed box where dirt and dust from the wheels cannot be thrown on it, causing extra wear. The chain drive is the most simple, durable and reliable. The indicators are distinctly marked and are always under the eye of the operator. Set a Cockshutt Drill to sow a certain number of bushels to the acre and you can be sure that is just the amount you are sowing.

There are many other reasons why the Cockshutt is the most satisfactory drill for you to sell.



Beaver Gang

Hundreds of farmers have tested this plow and found it has the greatest capacity for work. It is adaptable to good plowing in any soil. This plow can be turned in its own length. The bottoms lift high so that all obstructions may be cleared; they are easily raised or lowered by a convenient lever and spring lift. The Beaver Gang is fitted with removable dust-proof bearings, unbreakable steel and malleable standards; and the soft centre shares are the heaviest ever used on a plow. This is a light weight plow and is designed for light draft and easy running.

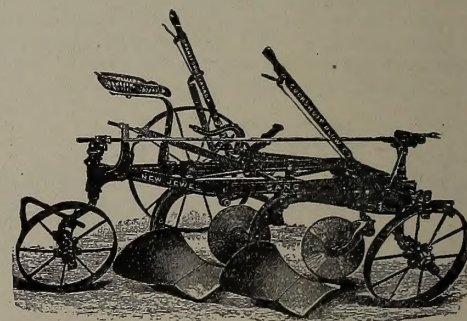
Cockshutt Plows

Made Famous by Dependability

The high quality of Cockshutt Farm Implements has been proved by years of satisfactory service right here in Western Canada. The demand for Cockshutt Implements has penetrated everywhere by sheer merit—the market is wide open all through Canada for these implements. The large increase in the sales every year is the best proof of the popularity of these implements among farmers who place dependability above all things.

Cockshutt Plows are correctly built to give the best service in the fields, and they stay correctly built even after years of service. They do the best work, take less time and cost less for repairs. Our firmly fixed policy is to build the highest quality agricultural implements that can be produced and results have proved that we have been successful.

If we are not already represented in your district for 1914 we will be glad to hear from you. Write us today for exclusive agency in your district.



New Jewel Gang

The latest and best ideas in plow construction are embodied in this plow. The plow bottoms are set firmly in the ground by simply touching a foot lever and when once set for work they will never vary. The controlling rod, which operates automatically, connects the furrow and rear wheels. The draft can be instantly adjusted by a small lever on the front furrow wheel. The wheels have long dust-proof removable bearings which require but little attention when hard oil is used. This plow is unsurpassed for strength and simplicity. It is easy to handle and does good work. A shock absorbing spring attached to the land wheel axle makes the plow ride smoothly.

Cockshutt Plow Company, Limited

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Steel: Its Relation to Implements

There are few of us who take into consideration the parallel that exists between the advance in the processes used in making steel, and the advance in the construction of farm machinery. Yet the twain are mutually involved and contemporaneous.

The first reaper patent was not taken out until between 1830 and 1840, and the development of the reaper into the modern harvester has right along been closely allied to the development of the steel business. Without the invention of the Bessemer and Siemens-Martin processes of making steel, farm implements would be comparatively crude affairs today. In 1833, to be exact, the first reaper patents were taken out, but not until 1855 were the Bessemer process patents filed, and only in 1868 the Siemens-Martin, or open hearth process, was developed. Around these two processes the whole history of the development of steel revolves, and a brief review of the processes should prove of interest to farm machinery users or vendors.

The Bessemer process consists in blowing air through molten cast iron until the impurities, namely silicon, manganese and carbon, are burned out. This is known as the acid Bessemer process. The air, passing through the molten metal, oxidizes the impurities generating a very high heat and turning the molten metal into a thin liquid.

When the impurities are burned out, manganese is added to the bath to remove any iron which has been oxidized by the blast. If the cast iron contains much phosphorus, the basic Bessemer process is used. The Siemens-Martin or open hearth process is a combination of inventions and is a method for the production of steel by the oxidation and removal of the impurities in cast

iron or scrap. It is a regeneration furnace fired by gas, or oil is used, which removes the impurities as does the air in the Bessemer process. The cast or pig iron which is used in making steel has been produced in forges and furnaces from early times. Before the Bessemer process was invented this pig iron was refined by puddling. As in the steel process the carbon, silicon, sulphur and phosphorus in the molten metal are oxidized and pass either into gas or slag. The puddling furnace

knowledge on the part of the steel makers, it was found possible to make steel of varying hardness and strength, adaptable to almost any purpose for which wrought iron had been used. It supplanted that metal in the making of pipe, wire, wire nails, etc., and today we have many different varieties of steels, all adaptable to different uses, such as nickel, chrome and vanadium alloy steels. The advance in the metallurgy of steel is only yet in its infancy, as it were, and no one

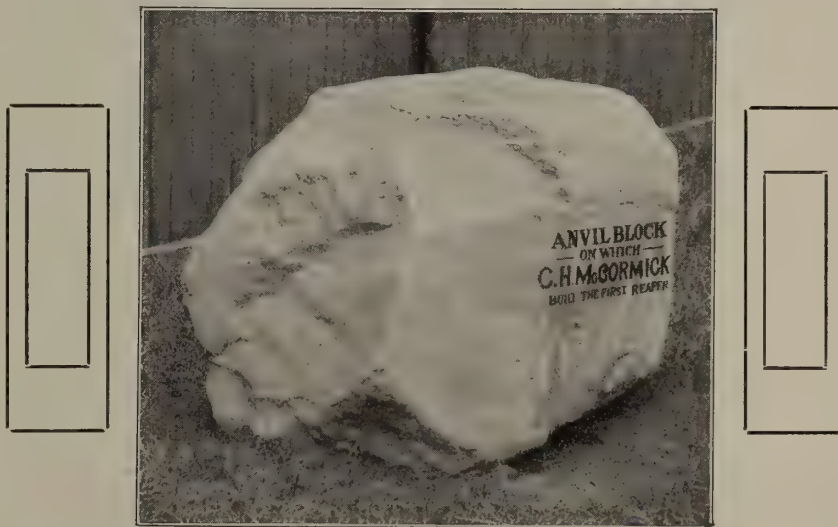
but of greater strength, until today the modern harvester weighs no more than the old wooden machines of the days that are gone.

The advantages of the steel frame machines over the wooden frame are obvious, the principal advantage being that the steel frames do not rot or shrink, and do not become loose at the joints as in the wooden frame machine. Again the wooden frame machine, if made of strong component parts, was not sufficiently elastic to spring. This resiliency, or elasticity, in the frame of a harvester and binder is absolutely essential to avoid bending and breaking under the many strains to which the mechanism is subjected. This elasticity and ample strength is obtained by suitable steel being used in construction—hard, malleable or resilient, as required.

The superiority of steel over wrought iron is due to its great tensile strength and elastic limit. While the best wrought iron has a tensile strength of 50,000 pounds per square inch, .10 carbon Bessemer steel has 60,000 pounds and by the addition of a further percentage of carbon to the steel its tensile strength can be increased to 100,000 pounds per square inch without making the material too brittle. This again can be further improved by suitable heat treatment of the steel—casehardening and tempering.

Wrought iron can not be varied much in quality, while steel can be made as soft as wrought iron or so hard that it will cut cast steel.

Not only has the advancement in the manufacture of steel benefited the production of reapers and harvesting machines, but it has had its effect in all branches of the farm machinery business. In discing machines, cultivators, harrows, drills—in fact every make of farm machine where steel is used in the construction



1835—From McCormick's Anvil to the modern Binder plant—1914

is a small hearth onto which the pig iron is discharged, the fireplace being divided from the hearth by a bridge wall. By this process two men can make about 2,240 pounds of finished product in about twelve hours, using two to three thousand pounds of coal. The puddled iron is taken from the furnace in the form of rough balls, which are squeezed and rolled into muck bar. This bar is reheated and rolled into the finished product. From this crude method the Bessemer converter was evolved with its output of 1,000 tons daily. The first Bessemer steel to be made in America was produced in Michigan in 1864. With increasing

can say what yet may be evolved in this direction.

Only in 1880 did Bessemer steel become low enough in price for the makers of harvesting machinery to consider the making of all-steel machines. Up to that date the frames of these machines had been constructed of wood with the exception of a few iron braces and bolts. In 1885 the first all steel harvesters were produced, and these were heavy and cumbersome compared with the modern machine, since steel at that day was not known as it is now. When the steel maker found that steel could be varied in hardness and toughness, he produced parts of a lighter design

thereof—we find greater durability and a freedom from breakdown, due largely to the great advancement in the production of steel and steel alloys. In warfare we find experts interested in the resistance of laminated armor-plate, long-range artillery and steel tipped shells, but is it not a far greater and more noble use to utilize the advance in the quality of metals as a means to further the cultivation of the soil and to feed the hungry of the nations of the world? In this we cannot doubt that every thinker will agree that the adaptation of metal to agricultural or industrial purposes is infinitely of more benefit to mankind than is the construction of quick-firing guns.

The Limitations of Humanity

As a race we are pretty wise individuals, and we have done great things in invention and discovery, but guesswork is still a frightful factor in our progress.

A mammoth dirigible balloon, shaped something like a cigar for a 4,000 foot giant, was hovering over Berlin recently when it went aflame and the gasoline tanks exploded. Nearly thirty human beings that were on board were hurled to a fearful death in a swirling maelstrom of flame and buckled framework. What was the reason?

Every little boy who has read anything regarding elementary electricity knows that he can produce sparks by stroking the fur of a cat or by rubbing a piece of silk. Possibly every man connected with the erection of that airship knew that fact—and forgot it. A slack balloonette—or interior chamber—covered by silk, rubbed against one of the stays of the great framework. A

series of sparks followed, the gasoline vapor from the fuel tanks ignited, disaster and death was the result. Yes, we have our limitations as a race—and one of our limitations seems to be our great proneness to “guess” at things.

There are so many things that we know, but ah, so many that we know absolutely nothing about. We can figure out to a fraction of a second when two planets will cross the path of one another, but we have never learned how the birds fly.

We sling some wires on a rotating core and produce enormous electric currents, but we don't know any more than a babe what electricity is, and we wonder why a glow worm generates light without heat. We can build huge business blocks, massive bridges, and dig canals through insurmountable difficulties, but we cannot figure out how the spider learned the art of geometrical design in spinning his web.

We can build a liner like a floating town, instal in it whirling turbines that drive its bulk through the ocean at twenty-five miles per hour, yet we cannot tell where the myriad legions of herring go during the winter months—or why.

We can tap a key with our fingers and send invisible messages through the air—saving life at sea as we never did until wireless telegraphy was discovered—but we can't understand the reason for the currents that flow steadily in one direction on the oceans of the earth.

The fact is that we are a good deal over-inflated with the importance of our immense intellects, and we go on doing things until some Other Power comes and hands us a jolt that sends us

down for the count. We ought to walk humbly and to pat ourselves less frequently upon the back. Truly we know lots and have done Big Things, but the Egyptians did bigger things and these old mummies who grin at us in the museums are a constant reproof against vanity. We know a little as a race; we ha' done a few things, but we don't know much after all!

The West and Manufactures

Possibly in no previous year has so much interest been shown in the possibilities of manufacture in Western Canada as was evinced during last year. The Industrial Bureau, Winnipeg, has been persistently carrying on an advertising campaign, with the view of bringing manufacturing concerns to this city, and according to a recent report from Commissioner C. F. Roland, the arguments advanced seem to appeal to manufacturers from the great number of enquiries received asking for definite information as regards manufacturing possibilities in almost a hundred different commodities. From Connecticut we find enquiries regarding the establishment of a malleable iron foundry. A Chicago concern, manufacturing elevators and conveying machinery requests a special report. As many as seven enquiries in 15 days were received relative to possibilities for manufacturing automobiles and motor trucks. Conservative Holland is investigating the possibilities of starting a plant for the utilization of flax straw products. From Massachusetts they ask regarding the chances for heating appliances, from Iowa regarding chemical manufacturing. Iowa sends several requests from farm

machinery factories, while a large English organization propose the erection of a factory for producing household goods. Another old-established firm in England, manufacturers of rope, binder twine, etc., fancy that Winnipeg would prove an ideal spot to locate a branch. Of more interest to the implement trade is the fact of firms engaged in that business making enquiries, one a gas engine concern established in Philadelphia for the past 40 years. Regarding such, Commissioner Roland says:

“Most reliable results were obtained from that part of the advertising campaign covering agricultural implements, wagons, carriages, etc. Nine enquiries are in hand asking for information as regards the possibilities for manufacturing farm wagons, carriages, buggies and spring wagons here. From Milwaukee and from Lansing and Trenton, Mich.; from Portland and from Mason City, Iowa, are five inquiries as regards the manufacture of stationary and portable engines and oil tractors. A large churn manufacturing company of Ohio also, asks for definite information.”

Own Up to It

When you make a mistake, don't make a second one—keeping it to yourself. Own up. The time to sort out rotten eggs is at the nest. The deeper you hide them in the case the longer they stay in circulation, and the worse impression they make when they finally come to the breakfast table. A mistake sprouts a lie when you cover it up. And a lie breeds enough distrust to choke out the prettiest crop of confidence that a fellow ever cultivated.

G. H. Lorimer.

THE STANDARD BY WHICH OTHERS ARE JUDGED

is represented in the “American” line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness. “American” Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to “American” Pumping Machinery.

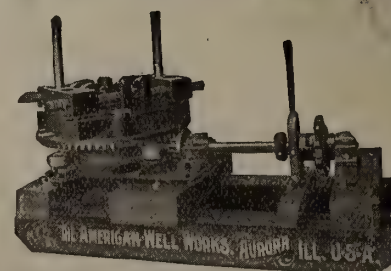
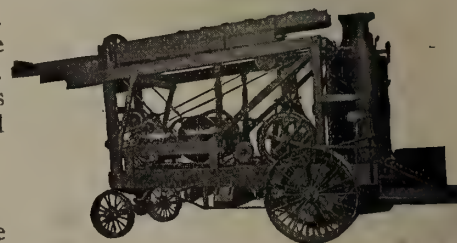
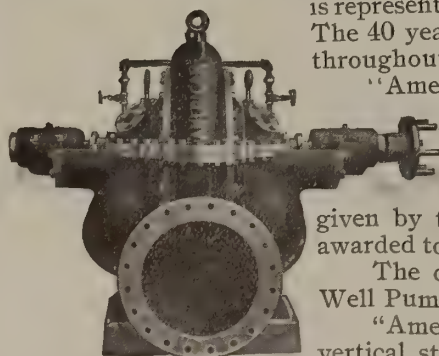
The deepest wells in the world are pumped by the “American” Deep Well Pumps. Described in Catalog No. 110.

“American” Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

Agents Wanted in all unoccupied territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, ILL., U.S.A. Chicago Office, First National Bank Building



The Dealer of ToDay

The main idea of the implement dealer today should be that of appealing to the logical faculties of the farmer. The latter is usually a keen business man and he will just as readily assimilate new ideas as will any individual in any branch of business. We must admit that it is largely through the investigations and requests of farmers themselves that the manufacturer has made efforts to supply the necessary mechanisms for benefiting the agricultural community. Even as with the manufacturer so can the farmer make money by increasing his output or by decreasing his cost of production. These are essentially the great basic principles of profit in any business. The manufacturer finds it profitable to invest large sums of money in the installation of new punching and shearing machines, automatic screw machines, milling machines, fixtures, etc., and in the same way the farmer sees the profits and advantages possible by the purchase of power farming machinery.

The medium between farmer and manufacturer, the implement dealer, has an importance that he often fails to realize. As a business man he must study the situation from all standpoints, and he must be thoroughly conversant with all that is latest in farming machinery so that he may select wisely and well the machines suitable for work in his locality and those which are of greatest advantage to his trade.

On the great farm areas of Western Canada, the dealer has to consider exactly what types of machine should suit him best, and too few consider the fact of the gasoline tractor or the motor driven farm wagon. The first is economically the only means whereby large areas can be cultivated, and in a restricted seeding or harvesting period, speed in operation is of paramount importance. Farming is a gamble with climatic conditions, and we all

know how time may mean a great saving of grain from the ravages of early frosts. More power is required for moving the crops through the various stages from the knotting mechanism of the binder to the final transportation to the elevator. This being so, when we consider that a great many farms are yet twenty to forty miles distant from the nearest railroad, the power farm wagon seems to form a concrete fact which we shall have to consider throughout our Canadian West.



An Excellent Argument for Selling Manure Spreaders

Farmers in different localities have proved the value of investing in these trucks, and, just as soon as the majority of farmers convince themselves of the capacity of this means of transportation, we should see a great advance in power traction in all farming districts. The smaller gas tractor will have to be developed so that an appeal may be made to the man who cultivates a medium sized farm, and it seems as though the manufacturers of this class of machine shall have to confront a great tax on their productive capacities during the next few years.

There are few businesses where so many things have to be taken into consideration as in that of the implement dealer. He has to be a business man, first, last, and always, for without this qualification he is useless. He also

must be a competent agriculturist, since his advice to his trade should be based upon concise knowledge of local farming conditions. Beyond this he must be a capable salesman and a fair mechanic, knowing the why and wherefore of the machines that he sells. The man who can in one day talk on freights, on the state of the money market and crop conditions, who can collect the balance on notes and make cash sales, treat a travelling salesman courteously and order wisely what is required in his stock; explain the points in anything from a post auger to a gang plow, take off his coat and show a prospective customer how a tractor runs,

demonstrate the capacity of an automobile for which he holds the selling agency, is a man who should prove successful as an implement dealer. It is no job for a specialist and requires an all round, alert capacity. The day holds many duties and each must be handled in the correct way so that at the end of the year the business shows that the efforts have not been in vain. From talking on the last baby, or on the amount seeded in wheat, to the analysis of character in extending credit to a customer, the day of the dealer requires forethought, study and adaptability.

The Value of Truth

Truth is a hard thing to swallow, and those of us who are too prone to truthfulness are liable to be corrected after the manner of young Jones, the reporter. Jones wound up an article on a town meeting with the words:

"Mr. Smith then rose and made a few feeble remarks, during which the audience dispersed."

The editor snorted when he saw that sentence. He dashed his blue pencil through it fiercely; then he wrote in its place:

"The last speaker was our eminent fellow-citizen, Mr. George William Smith, who, in crisp and well-chosen sentences, reviewed the subject under discussion, giving to it that clear, well-considered and logical treatment which has made Colonel Smith one of the foremost orators of our State. The audience dispersed after expressing warm approval of his polished and eloquent utterances."

"There!" said the editor. "That's how to do it!"

But the reporter sullenly retorted:

"The difference between our versions, sir, is the difference between the true and the false."

"No!" snorted the editor. "It's the difference between old Smith stopping his paper and cutting me out of seventy-five cents a year or coming in here and buying one hundred marked copies to send round to his friends."

A New Motor Plow

An American inventor has designed and constructed a gasoline motor plow which in many respects resembles the ordinary walking plow. Its engine develops 9 h.p. and has two cylinders located in front of and above the share. It steers with both front and rear wheels and has two speeds, one for plowing and one for haulage—an attachment being provided whereby the share can be raised. The motor is controlled from the plow handles, two large spiked drive wheels pulling the weight, the engine being geared to these wheels. It is a practical machine in rough land. When the plow strikes a root, stump or tight rock, instead of straining or jerking as horses would do, the spiked wheels slide and the machine can be thrown out of gear instantly. It is then easily raised by the handles, as quickly thrown in gear again, and passes over the obstruction.

"ASPINWALL"
POTATO
MACHINERY

Absolutely
the Best

CUTTERS-PLANTERS SPRAYERS
DIGGERS SORTERS

Aspinwall Manufacturing Company

WORLD'S OLDEST AND LARGEST
MAKERS OF POTATO MACHINERY

GUELPH, ONTARIO, CANADA.

Method in Milking

The Irish lassies who do the milking in the Emerald Isle, sing to their cows under the belief that the cows "give down" their milk better and more profusely. There is something in this idea. Cows like peace and quiet. The milking process is a nervous function. Anything of a disturbing nature upsets the cow's equanimity and causes her to give less milk and of a poorer quality. It pays to keep the cows quiet and placid. Allow no dogs around; no loud noises or excitement previous to milking. Make the cow as happy as you know how; treat her like a lady; be gentle and kind to her and she will repay you at the pail.

Cows are as regular as the clock in their habits. Milk as near 12 hours apart as is convenient and always at the same hour if possible.

Remember that a cow is like a ratchet in that she will slide down the scale, but it is hard to get her up to a former yield once she has slackened off. It is much better to hold her up to her schedule by good feed and care.

Do not change the feed too suddenly. If you must make a

change do it gradually. Cows dislike changes. They like the same things to-day they had yesterday.

Make the cow comfortable; feed her well on properly balanced rations; milk and feed her regularly; treat her gently and she will show her gratitude unconsciously by making more money for you than any other department of the farm for the money invested, if you milk the right kind of cows and develop a high class market for their product.—H. A. Breman.

A New Cream Separator

Articles of incorporation were filed recently by the Burlington Separator Co., of Burlington, Ia. The papers are made out for twenty years and the company is capitalized for \$20,000.

George E. Wheeler of Burlington is the inventor of the improved process by which it is claimed cream can be converted into butter in sixty seconds and milk into butter in from three to five minutes. The by-product from the butter is suitable for many uses, being separated cream and separated milk, highly prized by invalids. This process of

making butter promises to revolutionize dairying on the farm and will be the means of reducing to some extent the high cost of living.

Cleanliness and Cream

For a person keeping five or more cows, it is economy to own a hand separator. According to the Purdue Experiment Station, by using a cream separator there is a saving of \$3.50 to \$7 per cow per year, over the gravity system. Besides a more thorough skimming, the centrifugal separator produces a better quality of cream and a more satisfactory thickness, removes many bacteria and other impurities and produces a skim-milk in good condition for feeding. If a separator is used, the milk should be separated while still warm, as the separator has its greatest efficiency if the milk has a temperature of 90 to 95 degrees Fahrenheit. If the cream is to be held for several days before churning, it should be kept in a can with a clean cloth tied over the top, to keep out the dust. It should not be subjected to odors of any kind, as cream and milk absorb odors very readily. If milk or cream is kept in the same compartment of a refrigerator with meat, vegetables or fruit, it will take on strong odors and tastes, which are often mistakes for a sour or impure product. No new cream should be added to the old until it has been thoroughly cooled.

Stimulating the Milk Flow

The dairy cow can often be brought up to a high degree of efficiency by some very simple means. The persistency of the milker will pay well for all the extra time spent. Try to make the cow think she has not given enough and she will endeavor to make it up next time. A little milk left in the udder will make her think she is giving more than she is expected to, and at the next milking she will not have quite so much for you, says E. P. Clement in Kimball's Dairy Farmer.

There is a great difference in the per cent of butter-fat in the first and the last milk drawn. The first will sometimes be as low as 1 per cent and the last has been known to run as high as 12 per cent. It pays to work for the strippings. The manipulation of the udder will often result in the increase of a pound of milk. This is usually done, after the milker has secured all the milk he can,

by taking the teat in the hand and pushing the udder up close against the body, repeating this about three times with each quarter. Then take each quarter, in turn, between the hands, with the hands close to the body, and rub down. The extra milk secured at a single milking may not pay for the time, but it will stimulate the cow to give that much more at the next milking without extra work. Here is where the profit will come in.

We all know that a cow with which the calf is allowed to run will very soon adjust the flow of milk to the needs of the calf, and it is equally true that the dairy cow can and will increase the milk flow if encouraged by the milker. Get all the strippings. It will pay.

Canadian Implements Pre-eminent in Australia

The recent report of the Canadian Trade Commissioner at Melbourne, Australia, D. H. Ross, shows that Canada occupies the premier position in the agricultural implement and machinery trade of Australia. Last year Canada sent to Australia \$1,203,455 worth of implements and machinery, as compared with \$885,625 worth from the United Kingdom, and \$380,960 worth from the United States.

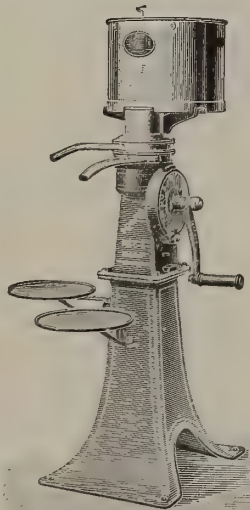
The commanding position of Canadian machinery is accounted for by the excellent selling organization enjoyed by Canadian manufacturers together with the undoubted value of their machines and their adaptability to local conditions. Canada holds the principal trade in cultivators, harrows and some lines of plows, while the United States controls the bulk of such lines as corn shellers and huskers. The United Kingdom predominates in chaff-cutters, knives, horse gears and plow shares.

Australia is at present strongly encouraging home industry with the result that the manufacture of agricultural machinery is assuming considerable proportions. Factories are established in all the big cities, the largest plant being in Melbourne. The Government of West Australia has at present a State implement factory, which is in operation at Perth, West Australia. The Commonwealth is already exporting a fair quantity of implements, principally harvesters, which go to Argentina, South Africa and New Zealand.

Some men, like wells, are driven to drink.

The "Primus" Separator

Leads in Simplicity and Effectiveness



The 58-Gallon "Primus."

THE BOWL: Quickly and easily cleaned, hygienic, simple in construction — no breakable parts.

THE DRIVING GEAR: Easy running, strong, durable and compact.

THE FRAME: Dust proof, neat, light and graceful while solid and firm.

THE "PRIMUS" bowl consists of only five parts, the main part—the skimmer—being different from that of any other separator. Made in one piece it can be cleaned in a few moments.

There is no dirt collecting system of plates and discs with joints or cracks, simply 12 vertically placed plates that radiate spirally from a central hollow core. Their natural centrifugal design provides perfect separation. The "PRIMUS" is both a separator and a milk and cream cleanser. Only six bearings and two gears—the "PRIMUS" is the ACME OF EASE IN RUNNING.

CAPACITY OF DIFFERENT SIZES IN GALLONS PER HOUR.

"PRIMUS" HAND TYPE: 20, 25, 30, 35, 47, 58, 69 and 80.

"PRIMUS" POWER DRIVEN: 35, 47, 58, 69 and 80.

CANADIAN AGENTS WANTED

Write for our complete Catalogue and Information

A/B B. A. Hjorth & Co.

STOCKHOLM, 172

SWEDEN

Handling Engine Trade

How often does the implement dealer realize the relation that exists between him and the engine or tractor which he sells? The greatest factor in modern business is reputation, in the man or in the corporation. The farmer, while quite well aware that the engine or tractor is made by such-and-such a company invariably has the deeply-rooted idea—and rightly—that the dealer is something more than a mere agent—a representative. To the farmer he is the company itself—in its fair dealing or otherwise—and is largely responsible for the quality and efficiency of its goods. In this light the dealer has an ideal to adhere to, and a status to maintain. The farmer has belief in the company that stands behind the machine; else he would not buy it. He believes in their reputation for producing only high quality mechanisms, with no shirked work or faulty material in their make-up. And this belief the dealer must foster and maintain in the farmer; he must cement the man to the company by always giving him a square deal, and must hold ever before his engine customers that every change made in a model as the years pass is for the better, and all tending to improve the product for the use of the ultimate user. Educatively the dealer should know most about the machine of which the farmer knows least. It is but a few months—as time goes—since the gas engine became the power that it is to-day. Yet the live dealer must keep abreast with its progress and its development. To sell an engine is business; to be able to keep it running is building business. When all is said and done, if you take an ordinary individual who has not the slightest idea of machinery, and place him in front of a modern binder, explaining in detail all its mechanical features, and then transfer your hearer to a gas engine and a similar lecture, you will find that he is at sea regarding the binder, while in the case of the engine he has got considerable engine knowledge adhering to his gray matter. Which, friend dealer, goes to show that the gas engine is no mystery, but a very simple little piece of power possibility. Navigate an engine prospect around the store with all the subtlety shown by a young girl angling her fond and foolish male parent to a window containing the latest

thing in feminine sky-pieces—price \$28.50!

Interest him in everything that an engine can operate, washing machine, pump, separator, etc., and demonstrate what you say, for a little demonstration is worth tons of diatribe. Eventually remember (?), with an air of complete surprise, that he has not got an engine—being a deep old bird he will not have mentioned the fact, thinking he would give you an opening for a sale. Then, the rest is up to you.

Don't let him dicker over 1½ or 2 h.p. engines. Point out that if he gets an engine at all, he should get one over 3 horse-power, as a smaller is not so good for

all-round purposes. Only the whole art of selling gas engines hinges on your stock and your display of them. A man who sells suspension bridges naturally can't make any great window display in his place of business. Selling gasoline engines you can; and man or woman, the average human being has a childish weakness for "seeing things go round." Make them go round, make them whirr, and you will find that in rotation they carry with them a very considerable amount of the local engine trade, and, incidentally, the money that it represents.

An Attractive Calendar

We are in receipt of probably the most attractive wall calendar ever issued by the Sawyer-Massey

Co., Hamilton, Ont., which our readers will recollect was illustrated on the advertising pages of the December issue of this publication. This calendar will be sent on request to Canadian dealers and threshermen.

The calendar is about 2 x 3 feet in dimensions, and is designed with a background and border of dark green. The picture in the center, which is without advertising and suitable for framing, shows a threshing scene at noon time, with the familiar tractor, thresher and straw stack, and in the foreground the farmer's two children bringing their father his well earned dinner. Usefulness and attractive appearance are well combined; and the calendar should prove a welcome reminder of this well-known company.

TAKE NO CHANCES

Handle the EMPIRE Line

MAKE MONEY FOR YOURSELF

Satisfy Your Customers

No man works harder than the dealer. No man suffers more loss through kicks, complaints, demands for free repairs and other "comebacks," than the dealer who handles imperfect machines.

You want your sales to be easy, quick, certain. You don't want your profits reduced by faults you cannot help, faults your customers find in machines you sell. Did you lose any sales during last year, through trouble with bearings, cross shafts, gears or carburetors? If so, why not stop it? Handle the

WORLD RENOWNED EMPIRE

Cream Separators

because they are the finest money can buy, because they have proven, by more than a generation of service, that they satisfy the most exacting customers.

BALTIC CREAM SEPARATORS

are the machines you have been looking for, to satisfy customers who want a thoroughly good separator at a moderate price.

EMPIRE STA-RITE ENGINES

The Gasoline Engine without Carburetor or Pump These Engines give you what you want—a wide range of sizes—freedom from carburetor and pump troubles (because they have neither carburetor nor pump) and continuous, satisfactory, economical service.

We want live dealers in every open territory.

Take no chances on losing this opportunity to handle the exceptional EMPIRE Line. Fill out the coupon below, tear it off, mail it to us in an envelope today. You will receive prompt and courteous attention.

The Empire Cream Separator Company
Of Canada, Ltd.

TORONTO

WINNIPEG



C.F.I.

Cream Separator
Co. of Canada, Ltd.
Please send me full information about the EMPIRE

Line.

Name.....

Address.....

Sharples Assist Dealers in Local Advertising

The Sharples Separator Co., West Chester, Pa., are wide awake as to the advertising possibilities of the local picture show. They have issued a number of very artistic colored lantern slides, to which they add the name of the local agent, and supply free of charge on request of agents for their line of goods.

This is a valuable adjunct to any retail dealer, for the picture show is the venue for both the farmer and his family when they visit town. For a few dollars weekly any dealer can arrange to have such advertising slides shown at every show, these being used as "fillers" when changing spools on the machine. Dealers ought to grasp this opportunity, and write to the Sharples Co. for details of their advertising slides.

In Selling Cream Separators

In Cokato, Minn., there is one firm who sold 150 cream separators during last summer and fall. Mr. Hedberg, a member of an important lumber company of Dassel, Minn., on being asked the reason for a small concern doing so large a business, said:

"They pushed them; got out after the business. I think they concentrated their efforts on one leading make of separator, a brand which is being considerably advertised in farm papers. They kept after the business, never let up, and they got results."

Handling widely advertised lines is the secret of success for the retailer. Push the machines the farmer is acquainted with, the brands he knows, and it will pay you. There is a variety of goods in almost every line that are thoroughly advertised to the farmer. The up-to-date farmer who starts out to buy a machine or implement knows pretty well the make which he prefers. He may have no choice among several good makes, and if you want his business you need one of the leading brands. They are the advertised brands. You can sell more goods by pushing the advertised makes than the other kind, and as a general rule they give better satisfaction.

Consider the manure spreader. It is a good line to push because more and more are being used, and will be as mixed farming develops. The retailer can sell more of these by pushing the advertised kinds than by fooling with unknown brands. Better for

a retailer to take his choice of several good brands, than to lose time on one which requires that he must do all the introduction and initial advertising. The farmers throughout Western Canada know the best brands; they are posted for they get lots of literature and they read it. In their monthly or weekly papers they read the advertisements, so that, take it as you will, advertising cuts a big figure in the sale of goods.

The Value of the Cow

Did you ever stop to consider what a peculiar and complicated machine the dairy animal is, and what a knowledge the man must have who can produce the perfect animal of the dairy and keep her in perfect condition at all times? There are no belts, no wheels, no pulleys. Nothing but animal. Still, we feed her a certain combination of fodders and grains and receive in return a most palatable, nutritious and valuable fluid in large quantities. What more do we expect of any machine?

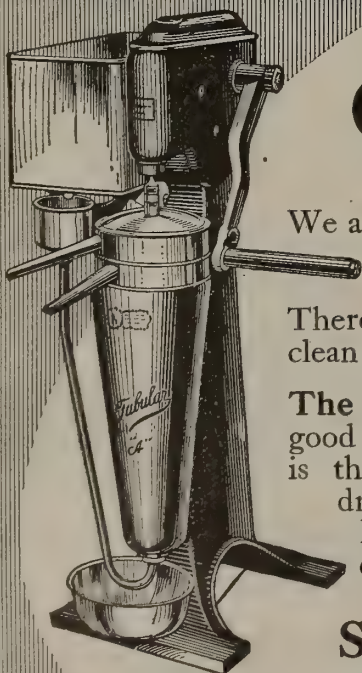
This fluid, with which nature has blessed all mother mammals, was intended by nature only for

the support of the young until they are old enough and able to care for themselves. Man, however, discovered the value of the cow's milk many centuries ago, and, by careful selection, breeding, care and feeding, has produced the dairy cow of to-day. Now, the development of the function of milk production in this animal has deprived her of other very necessary functions so that she is almost entirely dependent upon man for her feed, care and protection. Thus she is veritably a machine, produced by man through nature, and her products may, in a very large measure, be governed by the care and attention which is given her by man. Peculiar and complicated; yes, and wonderful.

Experience and experiments of the past prove conclusively that the care and feed which the cow receives exert a great influence upon both the health, vigor and milk production of the animal herself and the health, character and capacity of the offspring of that individual. Thus, given the animals, we may say that practically everything depends upon their care and their feed.

Publicity is the mother of much charity.

SHARPLES TUBULAR CREAM SEPARATOR



The Two Big Dairy Necessities

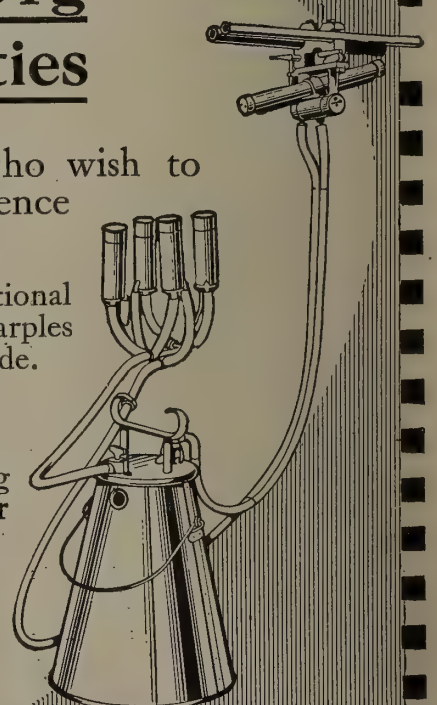
CAN BE used as business builders by dealers who wish to establish themselves permanently in the confidence of all dairy-farmers of their locality.

We are offering those who are qualified to handle our line an exceptional dealer's proposition for 1914. The dealer who has a Sharples sign over his door is sure to draw the good dairymen's trade. There is perhaps no other two farm appliances that mean such good, clean profitable business for the dealer.

The Sharples Tubular Separator stands today unequalled for doing good work and giving years of service. The Sharples Milker is the one thing the dairyman is most interested in. It has drawn crowds of enthusiastic observers at every important Fair and Dairy Show this year. It is the most talked of dairy appliance of today.

Sharples Separator Co.
West Chester, Pa.

BRANCH OFFICES: Chicago, Ill.; San Francisco, Cal.; Portland, Ore.; Dallas, Texas;
Minneapolis, Minn.; Kansas City, Mo.; Omaha, Neb.;
Toronto, Ont.; Winnipeg, Man.

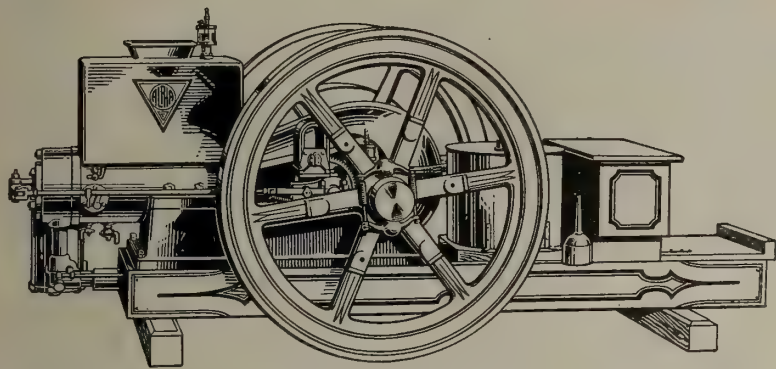


SHARPLES MILKER

Line Up with the Leaders

Make your choice now. Next week or next month may be too late to get the Agency for

The Alpha Engine Line



Portable Hopper Cooled, Alpha Engine, 2 to 18 H. P.

Superior design, construction and service will soon place Alpha Engines at the top. Will you be selling them?

Don't delay investigation and lose a valuable Agency. Get full information. Make your choice right now.

NEW CATALOGUE NOW ON PRESS. ASK FOR IT!

You know what splendid sellers other De Laval Specialties are.

You know that they are the standard by which others are judged.

You know how much easier it is to sell any of the De Laval lines.

The Agency for the Alpha Engine line will be no exception to the rule.

IT means a lot to any dealer to be able to get the agency for the De Laval line.

The dealer who handles De Laval goods does not have to waste any time trying to convince his customers that any De Laval article is high grade.

In addition to the splendid reputation of the De Laval line for durability, service and quality, the fact that the line is liberally and continuously advertised in all Canadian farm papers is also an important consideration for the dealer.

In addition to the lines featured on this page, the De Laval line embraces a full and complete selection of high grade dairy and creamery supplies, as well as other farm and stable supplies.

Complete catalogues are issued, describing and illustrating in detail the various machines and supplies manufactured and distributed by the De Laval Co. Any or all of these will gladly be mailed to any dealer upon request.

The cream of
the cream
separator trade
goes to
De Laval agents



Dealers who handle the De Laval usually get the lion's share of the separator business in their locality.

The De Laval has such an excellent reputation for giving its users satisfaction and is so universally recognized as being the last word in separator efficiency that it is by far the easiest separator to sell.

There can't be any argument about it. If you can get the De Laval Agency, you should arrange to do so at once.

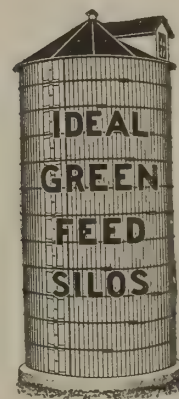
Ideal Green Feed Silos

There is a bigger demand for Silos every year.

Ideal Green Feed Silos have made a splendid reputation for themselves with Canadian farmers in the last few years.

These Silos are constructed in the most approved design from the very best materials, and the most profitable investment a farmer can make is the erection of a Silo on his farm.

More Ideal Green Feed Silos are sold in Canada than all other makes combined, and you certainly ought to have the agency for the Ideal.



De Laval Dairy Supply Co., Ltd.

WINNIPEG
MONTREAL

VANCOUVER
PETERBORO

Book Accounts and the Retailer

By Luke West

Selling goods on time and credit raises a situation which is only too well known to dealers in farm machinery, that is the tying up of large sums of money in accounts. This money accumulates on the books of the dealer for extensive periods, and very often is longer than necessary outstanding on account of tolerance on the part of the retailer and the natural disposition of the customer to defer payment for as long a time as is possible.

This granting of credit on merchandise sales originated to a great extent during the pioneer days of the country when it was necessary for the soil to produce the money before any payment could be made. Settlers pushed towards the confines of civilization, locating on the soil without available means. Merchants added long profits to the cost of necessary commodities; they sold on long time and took long chances. Therein is the nucleus of our modern credit system. Years passed, ten, twenty, thirty—while the farmer accumulated property and thrift at the same time. And with the extension of his operations he became yearly a more important customer. Years still passed until the time came when he expected the local retailer to compete with the whole world as regards the price of his goods. Yet, by some chaotic logic he denies the retailer the same cash consideration which he accords the source of some distant supply. In a great degree the retailer today confronts the result of the condition which justified long time credit, a condition which has largely become extinct, the practice, however, still surviving in that credit has to be extended as in the past. And it is a practice which it seems time will never eliminate. What, then, can the retailer do to mitigate circumstances through which he too often has to suffer? The jobber and the manufacturer follow a definite policy in most lines of business, then why should it be impossible for the retailer to formulate some such plan as will apply to the consumer or customer?

It is quite true that the farm implement business depends entirely upon the success or otherwise of crop conditions in the locality wherein the business is situated. Yet in communities where farms are fairly old, and

should have had years of prosperity behind them, we find the conditions regarding credit pretty much akin to those on raw farm lands newly won from the virgin prairie.

It would seem that in many cases the retail dealer could adopt and announce a definite term of credit—the length of which he could best determine for himself—yet making it reasonably brief. His customers could be made to clearly comprehend that he meant to abide by the terms which he imposed in doing business, and could be made to understand that an account payable matured as does any contract or written obligation. Every sale of machinery is virtually a contract, in which the vendor agrees to supply the goods, which ought to be paid on receipt or promptly at a time specified by the terms of the sale.

The dealer may deride such a suggestion, yet there is little reason why he should not be able to handle the buying public in somewhat the same manner as he himself is handled by the jobber. Instead of an indefinite policy of waiting until convenient for the customer to pay for the goods he could inaugurate a system of certainty as to payment being made for them at a stipulated time. The small dealer has no organized collection department—and he neglects old accounts while he pathetically adds new one to his already over-burdened books. This leaves the customer, who is under no definite time limit, an opportunity to defer payment to the last possible date—or if possible to avoid payment altogether.

What is required in the retail implement business is system and proper business organization.

Not long ago the head of a large implement jobbing house in the West was heard to say:

"It is sickening to the soul of any man to contend year after year with the lack of proper business principles in this handling of farming implements."

Such a saying, and without doubt it is in many cases justifiable, is one that certainly does not pay a compliment to the implement dealer. And yet as a body of men, in business capacity and intelligence the implement dealer ought to be as systematic a retailer as those in any line of endeavor. A great deal depends upon the dealer himself, and on his

efforts in his locality. Reasonable time limits, properly announced and strictly adhered to would work a welcome change on the situation. Selling on credit he can emphasize his time limit, and as his accounts mature, send prompt notice to the customer, at the same time demanding prompt settlement according to the terms of the sale. In this the customer should take no offense since he was notified at the time of purchase.

The retailer must by some means improve his plan of granting credits, if not by some definite time policy then by some other means.

Also the reduction of outstanding accounts receives far too little attention, all the more because a considerable reduction can be effected by means of very reasonable procedure. Suppose the retailer has \$5,000 outstanding in book accounts. It should not require herculean efforts to reduce this amount by \$1,000. With the thousand dollars taken off his books, made available for other uses he can find methods of increasing his business or can, if necessary, commence discounting his own purchases.

To make a success of his business the retail dealer must adopt and adhere to proper business principles, and on the rock of outstanding accounts many a good retail business has been shipwrecked, sinking in the sea of ruin.

Preparing for Spring Seeding

Now is the time for farmers to consider the question of a good seed grain supply for next spring. The greater part of the grain in the West was harvested under ideal conditions last fall, and little difficulty should be met with in getting seed of strong vitality. Notwithstanding this there are some individuals and even sections of the Western Provinces that were not so fortunate at harvest time, and now have seed of doubtful vitality in their granaries for the spring seeding.

Seed of strong vitality makes a good start, helps to keep down the weeds and finally gives the big yield; while seed of poor vitality is a sure loss.

Therefore every farmer who questions the vitality of his seed should send a sample to the Dominion Government Seed Laboratory, Calgary, for a germination test. In order that the report of this test may be of greatest value to the sender, preparatory to sending the sample he should first

clean his seed as for seeding. Farmers who have clean farms, or farms free from some of the most troublesome weeds—wild oats, stinkweed, false flax, ball mustard, tumbling mustard, etc., should be very careful to sow only clean seed.

The Seed Laboratory at Calgary is at the disposal of the farmers of the West, and it is hoped that they will make use of it in their efforts to obtain a pure seed supply.

In former years most of the samples have come in to be tested in March and April, overtaking the capacity of the Laboratory, and sometimes causing a delay in reporting on the samples.

It is therefore urged that samples be sent in as early as possible. In this important publicity the implement dealer can materially aid his customers by making known the possibilities that are offered by the laboratory at Calgary.

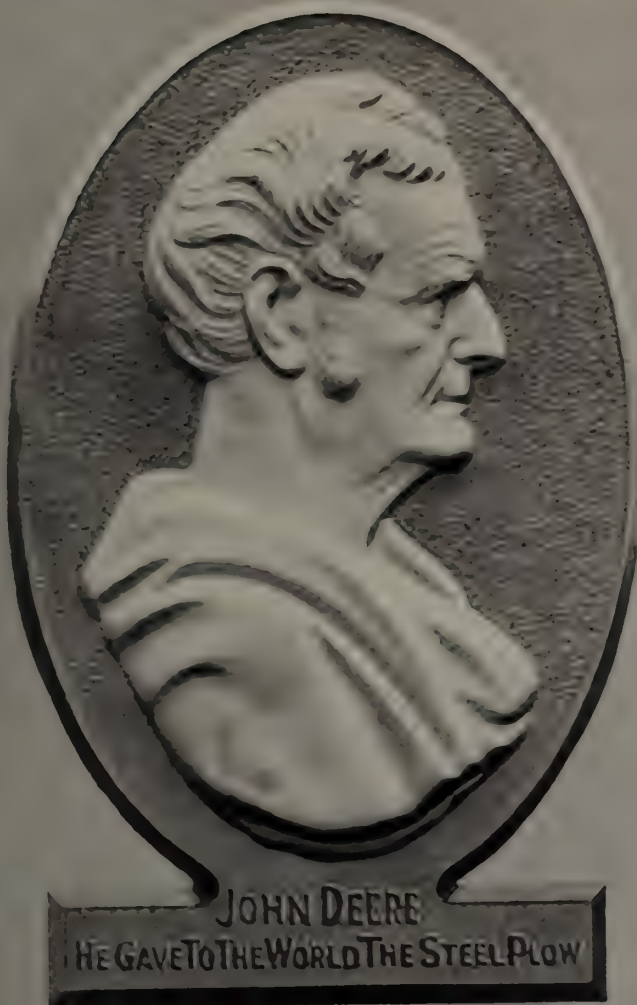
Dealers as Actors

A novel feature at the annual convention of the Minnesota Retail Implement and Vehicle Dealers' Association, which will be held in Minneapolis, Jan. 14, 15, 16, will take the form of a demonstration in buggy salesmanship. This will be staged as a sort of playlet. The performance will be given under the direction of a committee consisting of W. A. Murray, Austin; F. H. Retzlaff, New Ulm, and O. F. Olson, Brandon.

The Dealer as Others See Him

The following extract from the Saturday Evening Post should be of interest to every retail dealer. In a few lines it covers a wealth of explanation for all who do not realize what the retailers in new and struggling communities have continually to confront.—Ed.

"It seems almost hopeless to get the wholesaler and the credit man to grasp fully the situation in a new country. Neither the jobber nor his credit man can see just how that kind of country storekeeper is hooked up. Nor can they visualize the plight of the country storekeeper, because it is so different from their own and from that of the retailer in the old and well-settled sections of the country. Only personal contact can give them the right perspective and make them see what he means to the men and women who have settled on the land in his trade territory."



Good name means as much in the plow business as in private life—

And is acquired in the same way. Goods that have the reputation and are the biggest sellers on the market are the best in their line—always.

They get to the top and stay there—Why? Because of their quality and prestige.

Prestige is the result of known quality. Plow prestige is the good opinion of enough people, based on actual experience, to make that particular plow the best seller.

The World's Best In Plow Building

In a business way there is a difference between simply a plow and a plow plus a big reputation—a valuable difference.

John Deere Plows in the end give the greatest returns on the investment—

And that is the sole and only reason why farmers want them when other plows could be had for less money.

Farmers who have used John Deere Plows ask for them by name just as their fathers did before them.

The name John Deere is plow insurance—it fixes the quality and has done so for more than seventy years.



THE TRADE MARK OF QUALITY
MADE FAMOUS BY GOOD IMPLEMENTS

The Engineer and Society

Little thought is given at the present day to the value of the engineer as a sociologic unit. By the term "engineer" we mean the man who designs and manufactures mechanisms, who surveys and levels the beds of highways or railroads. Such a man is a factor to be thought of in any race and in any age; he builds the sinews of commerce and is among the pioneers of modern civilization. Let us consider a thousand years from now. At that date people may look back and regard the nineteenth and twentieth centuries as the most significant periods in the history of the human race. Any notable epoch in the history of the world is greatly responsible to the engineer; he has created new conditions and has carried them forward to their development. The engineer is a peculiar combination. Belonging to a profession essentially mathematical he must have the vision and imagination of a mystic. Without the daring of imagination could we have the railroads and canals which we have in the world today. A command of mathematics and of the science we know as physics is necessary to the engineer, and he must also have courage, candor, imagination, large vision and high ambition.

The engineer must be a man especially trained and specialised in education. By the study of great lives, such as that of Abraham Lincoln or General Gordon, he finds the simple foundation qualities, love of truth, courage, patience, fortitude, tenacity, devotion, all working together as the leaven of great lives.

Some eighty years ago a famous engineer made a definition of

engineering that has never been improved upon. He said:

"It is the art of directing the great sources of power in nature to the use and convenience of man. We must include the biologist, the geologist, and the metallurgist, for they discover those laws and properties of matter in the knowledge of which the engineer must work. The primitive engineer, he who has the inherent quality of contrivance, taught his fellows, away in the dead aeons of time, to use fire, to make bows, arrows and crude



The Engineer has Reclaimed Vast Areas by Drainage

pottery. Then he taught his fellow barbarians to use the strength of the larger animals and to smelt and forge iron. Even so the modern engineer uses this quality of contrivance and carries forward the great application of power and mechanism. His doings are written all over the earth, his testimonials are breakwaters, piers, railways, fleets, buildings, bridges and canals. The engineer is never thought of as a poet, yet, during the last hundred years the highest expression of creative imagination has been the work of the engineer."

Bessemer's service to mankind

was to lower the cost and increase the quantity of steel and so make possible the enormous development of transportation in the last half of the last century.

The wheat that makes a loaf of bread is carried from Dakota to New York for one-third of a cent. One day's wages of a mechanic will carry from Chicago to Liverpool food to last him a year. Quick transportation has cut the peasant loose from the soil of his little parish and opened the markets of the whole world for the labor of the artisan. All this means that improvement in transportation has been one of the powerful forces for preserving and spreading liberty. Thus Bes-

semer was the apostle of democracy. The engineer has made life freer and easier, he has helped to destroy arbitrary class distinctions, and he has prolonged human life.

The training of the engineer builds in him the quality necessary for a leader of men, he is a man of action, a commander. The keynote of his life must be the quality to rise to sudden emergencies, and to successfully grapple with them.

Suppose you are putting down a deep foundation alongside of a twelve storey building in New York City and the quicksand begins to run and the walls of the big building to crack. The peril is not so pressing as the peril of battle for you can stop work and think. But you must think straight and act right or you will cost someone a lot of money, even if you kill no one. Suppose you are putting in a foundation for a bridge pier in the bottom of the Mississippi and the river bed begins to scour and a caisson as big as a house begins to tip and to move down stream. A great deal of money depends on what you do in the next few hours. Suppose you are putting a tunnel under the St. Clair river and the compressed air begins to blow out through a pocket in the river bed. Here is an affair of minutes, and of life as well as money. These very things have happened and are exactly the things that come as a matter of course in an engineer's life, and they are met by just the same qualities of courage and stored up skill and emergency

judgment that you must have ready when the enemy gets on your flank. Beyond all this the engineer is of necessity a student of costs and economics. He must know what it costs to move a yard of earth and to put in a yard of concrete, and why? He must know what it costs to produce a horse power. He has been defined as a man who can do well for a dollar what any man can do somehow for ten dollars. Beneath all this must lie sleepless fidelity to his trust—a brain of hair-trigger action.

It may seem that we overestimate the value of the engineer to society, but such is not the case and the vast majority of humanity do not value this profession as they should do. In manufacture and in the advance of civilization the engineer has greatly benefited humanity, he has harnessed the forces of Nature and has made fruitful the waste places of the earth. Romance may be dead, but in the lives of engineers it is an existent quantity, and, strange as it may seem, it is never recognized by those silent men who lay railroads and throw bridges across the rivers that traverse the unknown lands beyond the frontiers of civilization.

Taking No Chances

A little city boy could not be persuaded to visit the farm and people could not understand why. At last he took a friend into his confidence and said that he had heard about the threshing machines they had on the farm—"And," said he, "it's bad enough by hand."

Getting After Business

The best dealer does not deplore the shortage of business, he goes after business. He hunts for a market for the goods he has to sell. He says: "I don't believe in this yell regarding 'no business' just because people say that there is a shortage of money. People have money from some source, or their credit warrants their getting goods; therefore, it behoves the dealer to see that he is the man to supply them. He can do so by personally covering his territory, or by inaugurating a thorough system of circular letters. At all events he must do something; he cannot expect to build business by sitting still deploring the shortage of cash and the dullness of the season."

Sell a Pickler of Perfect Action



THERE is only one Best Pickler, and that is the Grain Growers Automatic. It is the most thorough mixer of any automatic pickler on the market. On account of its perfect action, it will treat more bushels, with a given amount of liquid, than any other machine made. It can be operated so that a child can feed it, or so that two men have to hustle to keep it going. In either case it works equally well. Every part is stationary—nothing to wear out. All parts coming in contact with the solution are Pure Copper—not merely copper plated material as in some machines.

Live Agents wanted in every town. Good commission offered. Write at once for full particulars—it will pay you.

Manufactured by

CURRIE MANUFACTURING CO.

(Successors to Robinson & Currie)

LAUDER, Manitoba

Why Reading Pays

In a periodical devoted to the legal fraternity a patent attorney says in an article that there are a great many people losing sleep and time preparing a device which has been on the market for years. After much trouble they evolve something which they consider new, when they pat themselves on the back on account of their inventive genius and hike for the office of a patent attorney only to discover that some fellow beat them to it years before.

They never knew it simply because they were so busy at their brain fag that they had no time to read and learn what had already been accomplished. A big factory expert once said: "I read all the technical journals in my line and some that are not in my line. I do not read everything, but I look at the headlines and pick out and mark the articles that fit my case. I dispatch my reading just as I do my business affairs. I have a method and without a method you can't go very far."

Let each of us consider it as important to keep some kind of a record of the information found in our favorite periodicals, for "Education is not in actually possessing of the definite information on the subject in question, but is rather to know where to look for such information."

Agricultural Machinery in Sweden

Embracing the eastern side of the Scandinavian peninsula, and bounded on the eastern and southern shores by the tempestuous waters of the Baltic Sea, lies the land of Sweden. It is estimated that Sweden contains 4,600,000 acres of tilled soil and 1,050,000 acres of natural meadow land. The rest of the country is forest or rocky unproductive land. There are estimated to be 338,000 farms in Sweden and about 23 per cent of these contain less than 5 acres; 66 per cent between 5 and 50 acres, while the balance vary in size up to 250 acres.

In recent years the manufacture of agricultural machinery has developed to a great extent in Sweden and the number of factories engaged in making all the modern types of machines and implements has been steadily increasing, with a corresponding decrease in the importation of these goods. Much of the harvesting machinery is built to resemble

American models and the same is true of various implements, such as plows, forks, spades, etc. Mowers and reapers are made in Sweden, but practically all of the binders used are of American manufacture.

American internal-combustion engines are imported as well as those from other countries, but in this line also Swedish manufacturers are rapidly getting more and more control of the market. Swedish tractors are all for petroleum fuel.

Hydro-electric power is found all over the country, due to the countless waterfalls and rapid rivers, and farming is rapidly being adapted to the use of the current for the driving of farm machinery and for lighting purposes. Among the implements used in Sweden and handled by dealers there are: plows, multishare plows, manure spreaders, lime sprayers, steel cultivators, mowers and reapers, horse hayrakes, grain drills, fertilizer spreaders, steam and oil tractors, threshers, straw presses and mold harrows. A few of these implements are imported from America, but the majority are of either Swedish or German manufacture. This class of manufacture is now being largely engaged in, and ten factories are now engaged in producing this class of machinery.

As far back as the fifties, one important factory in Sweden had brought its output of plows up to 3,000 annually and other implements to nearly 1,000. In 1860 this same factory, the Ofverum, exhibited 14 different kinds of swing plows. In addition to these, skim plows, drill plows, etc., came into use and were continually improved in construction as well as in material. The latest types, constructed almost entirely of steel, are now in general use. A few steam plows are found on some of the large farms, but these are not suited to Sweden, except on a few of the most level plains.

Polhem, a Swedish inventor, constructed a grain drill as early as the seventeenth century, which, however, was very complicated and pre-supposed level ground. Steam threshing machinery entered the country at the end of the fifties and since then has increased until today the small farmers co-operate in purchasing outfits, about 20 shareholders usually combining for this purpose. Sweden is fortunately situated for the manufacture of agricultural machinery having great steel foundries at various points around Stockholm and Dannemora.

Concerning Your Customers

Remember names and faces. If you are not gifted in this respect, get a little book and every evening set down the names of the people you have met and some distinguishing character of each of them. Write down any remarks your customer has made about his family. Study this. It's all a part of the important art of jollyng us along.

Have a good appearance. There may be a few people left who like to see a dirty shirt and frayed cuffs, but they are growing scarcer every day.

The art of salesmanship begins in the mind. Think success, think confidence, think a thousand dollars. Why think 50 cents? These thoughts in your brain will ooze out of your face. You will radiate these qualities. The greatest factor in selling is personality. And personality is made by thoughts.

When you attack a customer aim two inches below his collar bone. If you can make him like you it is far and away better than to try to prove anything to his mind. Very probably he hasn't much mind to speak of. But we all have hearts.—Dr. Frank Crane.

METALLIC SIDING

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Houses, Stores, and Outbuildings



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DEALERS AND AGENTS

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MANUFACTURERS. WINNIPEG, MAN.

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In Building a Demand

We are carrying on a circular letter campaign among the farmers of Manitoba, Saskatchewan, Alberta and British Columbia, and the prices quoted are lower than those of any Catalog House, when sold on the same terms.

WE PROTECT OUR DEALERS

and we are going to see that they get the business.

On or before January 15th we will mail our price list to the dealers of Western Canada. If you are interested write for our contract so that we may know you are representing us. You will be entitled to a special discount upon all orders received from you.

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Road Rollers
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Power and Electric Washing Machines
Cream Separators
Steel Farm Trucks
Dump and Spreader Wagons

Grain Cleaners and Graders
Grain Grinders
Grain Elevators
Power Hammers
Lathes and Blacksmith Machinery
Cement Mixing Machinery
Power Hoists
Milking Machines
Manure Spreaders
Wet and Dry Batteries and Electrical Supplies

Write for our Contract at once.

BURRIDGE-COOPER CO.
WINNIPEG and REGINA

Looking Ahead

On the threshold of another year every implement dealer looks forward in meditation of the months which are to come. He also looks back across the year that has gone, so that he may gain by experience knowledge to evade the duplication of any mistake he may have made in business.

At the commencement of a new year there comes to memory the words of one who said: "Lost affection may be regained, lost opportunities may be recovered, broken ties may be knitted together again, but lost time is gone forever." Therefore we must think quickly, step out and go ahead.

When all is said and done each year largely brings us just what we choose. In life as in business our progress is just what we make it. Times may be hard or easy, we have to mold our path to meet conditions even as the mariner tacks against a head wind to bring him nearer the safety of a land locked anchorage.

Beyond all it is practically a duty for every dealer to expound the gospel of better farming. You can aid your community in this respect, and the better they farm the better will your business become. The hit-and-miss policy, either in farming or in the implement business, must inevitably end in disaster. Let the happenings of every day be for you a ladder of experience, both your own and that of others, and use both so that, rung by rung, you may mount steadily towards better things and better times. All of us may have cause to lament the past, but the hour in hand—the days to come—should be used so as to win a greater measure of success.

The outlook is good. A mild winter has been our portion so far, and a large acreage of fall plowing gives promise of handsome yields in the future. Despite all reports the agricultural communities are, generally speaking, in comfortable circumstances financially. The year now gone has taught them—even as it has taught every business man—a lesson, and that lesson properly applied will be to the everlasting benefit of the West. Be optimistic, work hard, but let your eye never be clouded by the speculative ways of doing business. Cold, clear cut logic, proper business principles, making at least a little profit on every item sold, the following of such a system should benefit every individual and the whole of the trade. Caution is not a failing of



CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager
811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS
\$1.00 per year in Canada; Foreign \$1.25 per year. Single Copies, Ten Cents

ADVERTISING
RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, JANUARY, 1914.

cowards, it is a good work-a-day business principle, and it in no way lessens the yearly profits; it builds them, and at the same time it gives stability to the business of any retailer. All aboard for 1914! May each of our readers find it a year of success, may that success be commercial, industrial and agricultural.

The Status of the Dealer

In an address to the Tri-State Vehicle and Implement Dealers Association, E. P. Armknecht made the following remarks regarding the implement dealer:

"The implement dealer to-day is assuming his position in the trade. In the early days we were merely agents. Some of the older dealers—and the manufacturers—will remember when the dealer was referred to as an agent and he was the go-between the manufacturer and the consumer. He was the manufacturer's agent and perhaps there are dealers here to-day who have not got out of that rut and they are still agents while the agents are assuming their place in the implement trade. I stand here with the honest belief that the implement dealers have just as much right to maintain a position in the commercial world as the lumberman, the hardware dealer and all other tradesmen. There is no more reason for the implement dealer being an agent

than a man in any other trade. The reason for the condition is because of the things that have been allowed to go on that are really a detriment to him, over which he has no control and which he has not been able to combat.

My idea of an implement dealer is a merchant, a man who has had training and who is informed and who can conduct any other line of business successfully. Such a man will make a success of the implement business. Unfortunately such men are not always the ones who engage in the business, because of the fact that the farmer is familiar with the use of farm machinery and gets dissatisfied with his condition and wants to engage in some other business. To him the implement business is the first that appeals and in the majority of cases before he realizes that it is a business that requires training and peculiar ability he has fallen by the wayside.

A Fact for the Lone Hand Man

If you mention the word "association" to a great many implement dealers they will glare at you and reply, often with considerable profane embellishments: "Why should I join any association of retail dealers? How could I ever get enough out of it to repay me for my membership dues?" It is hard to talk to such

men without, losing your hair, they defy logic by their utter assurance that they can succeed best by standing alone, a principle so far discovered useless in modern business where every day we see co-operation conquering new fields of endeavor. To all such men we give not logic but just a plain fact, an endorsement in their minutes of the Mid West Retail Implement Dealers' Association. In this body there are 207 members, and as one man they agreed that:

"We invested \$5 for dues and we recovered an average refund on our freight bills of \$21.61 apiece. This investment has paid us over 300 per cent, and we have enough business sense to realize that the association is a good thing for us."

Plain Points

While the dealer cannot always determine correctly the amount of goods that should be specified in the contract, he is safer to underbuy them to overload himself. Some manufacturers may say that overloading "causes the dealer to hustle." That may be all right from their standpoint, but it is not good policy for the dealer. Long drawn out contracts with a carrying clause are oftentimes a questionable asset. Better have your goods clean and fresh, up-to-date and not overstocked. It is unwise to let the salesman force you to overbuy in order to get a contract. That amounts to dictation as to how to run your business. A capable dealer ought to know the requirements of his trade—and "it is better to be safe than to be sorry." No single line has all the good points. Look for the weak as well as the strong points; don't go crazy over any individual line, but spread the energy, and let your enthusiasm have a wider scope.

Implement Factories Busy

Reports from most of the larger agricultural implement manufacturing centers of America are to the effect that manufacturing plants have already resumed operations following the annual inventory. As indicative of the generally prosperous condition of the implement trade, and as showing the general confidence manifested in the future, it is said that the initial forces being put to work are as large, or larger, than usually is the case on the resumption of manufacturing activities. In almost all instances, also, it is stated that additional men will be employed in the near future.



E. Selfors.

In opening a branch office in Winnipeg, the Minneapolis Threshing Machine Company have appointed as branch manager E. Selfors, of whom the above illustration is an excellent likeness. Away back in 1896, Mr. Selfors started in the thresher business with the Minneapolis Threshing Machine Co. In the fall of 1903 we find him appointed to the position of manager of the branch of the company at El Reno, Oklahoma. Three years later he was transferred to Winnipeg as collector for the American-Abell Thresher & Engine Company, who in 1912 became a part of the Rumely organization.

After some little time in the employment of the Rumely Company Mr. Selfors decided to return to his first love, the Minneapolis Threshing Machine Company, and when that concern decided to open a branch in Winnipeg they chose Mr. Selfors as being particularly adapted by experience and ability to represent them in the capital city of the prairies. The choice is an exceedingly happy one, for Mr. Selfors is well known to the thresher trade throughout the prairie provinces and possesses all the qualifications which ensure his success in the important position which he now occupies. The company at present have offices at 308 Ender-ton Bldg., Winnipeg, but anticipate erecting in the future a commodious office and warehouse from which to control their trade in Manitoba.

Study Your Goods

How many retailers have lost sales by simply lack of study of the goods they carry? It has been proven only too often that many a merchant did not know the special characteristics of the goods he is offering. By this we

do not mean that he should be an expert in the methods of manufacture employed on his goods, but in a general sense he ought to be definite in his knowledge regarding whatever he sells. Knowledge of the goods means knowledge of what the customer wants, what is most suitable for his needs. This means service, and service means repeat sales. The study of the goods should not be peculiar to the proprietor but it should extend to every salesman that he has in his employment.

Prevention and Protection

How many implement dealers have fire extinguishers in their store? To that question we fear a great many dealers would have to reply in the negative, and no store should be without this form of fire protection. It is not a question of not knowing where to procure the necessary extinguisher for there are many efficient types on the market, the

a negligible quantity. Instal fire extinguishers and invest in fire insurance so that if the flames do come you have at least a sporting chance.

Where the Manufacturer Could Help Trade

A prominent implement man, in an address to the manufacturers at Peoria, gave a most concise criticism of how many manufacturers are most injurious in their advertising systems. As a result he was flooded by packages of advertising matter—from manufacturers—which he was asked to criticize. While he maintains that it is obviously easier to find fault than to suggest remedies, he retaliated by suggesting to the manufacturers that they should use trade papers more to interest and reach the dealer, also using the local newspapers to interest the consumer. He said: "In the latter it should be mutual advertising. The dealers' names

Personal

J. H. Currie has closed down his implement business at Vonda.

Joseph S. Williams has started a retail implement business at Kincaid.

S. J. Ray has taken over the business of G. A. Brisson at Gainsboro'.

W. H. Lant, Neville, has bought out the stock of McKenzie & Robinson.

A. P. Bergman, an implement dealer at Wilkie, has sold out to H. Finboldt.

Robert McMahon is reported to be selling out his implement interests at Castor.

Stephenson & Gilstrap, are two implement men who have started a business at Arcola.

J. A. Macdonald, Star City, has sold out his interests at that point to Robert Waddington.

C. Honisch, an implement dealer at Bruno, has sold out to a relation named F. Honisch.

George Bülhler has opened a retail implement business in the thriving town of Wynmark.

Senada Bros. have bought out the implement business at Wakaw formerly owned by J. Schyrban.

M. Westbury has taken over the implement business at Beverly, formerly owned by E. Larkins.

Eric McWean has opened an implement stand at Lipton where we trust that he will do a good trade.

J. R. Cavanagh, an implement dealer at Ernfold, has added a harness section to his thriving business.

George Bellamy has enlarged the business side of Abbey by opening an implement stand at that point in Saskatchewan.

We regret to announce the death of James A. Shetlah, a partner in the implement business of Gilmore & Shetlah, Weyburn.

Crawford & Pendergast, implement dealers at Innisfail, have dissolved partnership, Thomas Crawford retiring from the business.

We regret to note that the implement business at Carmangay, owned by Mahoney & Armstrong, has been completely destroyed by fire.

The implement concern at Roblin, formerly carried on by W. J. Dunlop, will in future do business under the title of Dunlop Brothers.

Marten Bros. have taken complete control of the implement business at Aberdeen, which formerly was controlled by a

An Announcement

All Members of the Interprovincial Retail Implement Dealers' Association are hereby reminded of the following motion, passed during the Annual Meeting, February 11, 1913.

"It was moved, seconded and unanimously carried, that the 1914 Annual Meeting be held in Brandon during Winter Fair Week, the time and place to be set by the executive of the Association."

Brandon Winter Fair will be held March 2-6, 1914.

C. JOHNSON, President
Baldur Manitoba

F. D. BLAKELY, Treasurer
811-12 Confederation Life Bldg.
Winnipeg

cost of them being reasonable and well within the power of any dealer. The majority of us never really consider the fire question until it strikes us personally, and when we look upon the flames as they consume our place of business it is usually too late for consideration. Every dealer should have both prevention and protection regarding fire; prevention by having fire extinguishers installed, and protection by proper fire insurance.

The old system of one or two antiquated buckets in a corner is obsolete, and they are of little use if once the flames get a hold. A good chemical extinguisher is a potent power for protection, and a few in the store are an investment that may prove to be one of the best the dealer has ever made. The words—"burned out" are too common an epitaph over many a business concern in our western towns, and the local system of fire fighting is often sadly inefficient, and the water supply

should be mentioned. In some cases a good display ad in a paper with a large circulation could carry the names of several dealers in the territory covered by the circulation. I know that larger returns will result from a judicious expenditure of money by this system than a much larger amount in the 'crazy patch' bed quilt size folders being sent by so many firms these days. The old proverb 'Not how much but how well' certainly applies to advertising."

Light Up Your Premises

In the winter time, especially, it is brought home to the watchful merchant that his store should be well lighted. At this season dusk comes early and a considerable part of the day's business is done after dark. Gloom drives customers away. Light, and lots of it, attracts.

partner named Dyck, along with the brothers who now run the business.

S. T. Wetterbury is the name of a retail implement dealer who recently opened premises at Bawlf. We wish him success at his new stand.

The firm of Ens & Klassen, Rosthern has sustained a change in its management. In the future J. C. Klassen will carry on the business alone.

Myers Bros., implement dealers at Kamsack, recently increased their scope by taking over the harness stock of T. Mills, who has gone out of business.

Two implement concerns at Macklin have recently discontinued business at that point. These are H. G. Mallony & Co., and Thompson & Walker.

The Verity Plow Company's plant at Brantford, Ont., will be enlarged in the near future. The company plans to manufacture Massey-Harris harrows.

The firm of Steinke & Hendricks, Watson, will in the future be carried on by Steinke Bros. Mr. Hendricks severing his connection with the concern.

The firm of Backus & Livingstone, Cabri, has sustained a change in its management. Mr. Backus retires, A. Livingstone in the future having sole control of the business.

The firm of Aikenhead & Taylor, who carried on a butchers and implement business at Wellwood, has been broken up. Y. Taylor will in future carry on the concern alone.

A new company recently incorporated in Winnipeg, is known as

the Good Roads Machinery Co., their charter stating that they will manufacture road making machinery of all types.

The Winnipeg concern known as John Millen & Sons & Urquhart have applied to the authorities for permission to change the name of the concern to read, John Millen & Sons, Ltd.

On January 1st, a disastrous fire swept a portion of Didsbury, doing damage to the extent of \$250,000. In the conflagration the Massey-Harris warehouse at that point was completely destroyed.

Howard P. Brown has bought out the implement business of J. H. Langham at Radisson, while at the same center Hughes & Ellerton has had a change in the firm name, which now reads Brady & Ellerton.

The will of the late Stephen Bull, of the J. I. Case Threshing Machine Co., was recently filed at the county court. The exact valuation of the estate is not known, but it is estimated at \$10,000,000. The bulk of the estate will go to three daughters and one son.

Joseph Appleton, for several years an expert designer with the Moline Plow Co., of Moline, Ill., has been engaged by the Turner Manufacturing Co., Port Washington, Wis., manufacturers of the "Simplicity" engines, to take charge of their designing and experimental work.

F. E. Kenaston, of the Minneapolis Threshing Machine Company, has been elected vice-president of the Minneapolis Civic & Commerce Association, in charge of the traffic division. C. C.

Webber, of the Deere & Webber Co., was elected vice-president in charge of the industrial division.

N. A. Wiff, vice-president and manager of the Minneapolis Threshing Machine Co., West Minneapolis, Minn., looked in upon us recently while in Winnipeg. Mr. Wiff spent a few days in Winnipeg, thereafter proceeding West to visit the branches of the company at Regina and Calgary.

C. E. Young, a resident of Drinkwater, has perfected a model of a stooking machine which is claimed to overcome the difficulties which former inventors have met in the practicability of these machines. The inventor states that his machine sets a nice round stook that will not fall over. He has entered into negotiations with various machinery concerns regarding the sale of his invention.

One of the worst fires in the history of Carman resulted in the total loss of Bridge & McCulloch's implement warehouse. The building and contents were completely destroyed, the stock, including implements, buggies and general machinery supplies. The automobile belonging to the company was also burned. The loss, which is heavy, is fully covered by insurance.

The Geo. White & Sons, Co., London, Ont., have just completed the erection of a repair department at Moose Jaw, on the corner of High Street and First Avenue. They anticipate building a warehouse on the same site during the coming spring, and ultimately intend to make the Moose Jaw branch an assembling and repair plant similar to that in Brandon.

Carl H. Gamble, who has been with Deere & Co., Moline, Ill., for many years, and was for some time a traveller in the Minneapolis territory, has been transferred to the sales division of the plow department. Mr. Gamble is well known as a plow man throughout a great many of the sales divisions, and his all around sales ability is recognized by all who know him.

H. B. Stinson, for many years with the Advance Thresher Co. in Argentina, and for the past two years with the Rumely Co. in Russia, has allied himself with Agar Cross & Co., of Buenos Aires, Argentina, where he will push the sale of the product of the Avery Co., Peoria, Ill. Mr. Stinson is an authority on matters pertaining to threshers and engines, and his services should be a valuable adjunct to the Avery Co. He is one of five brothers, all of whom are in the machine busi-

ness and is a brother of C. H. Stinson, sales manager for the Minneapolis Steel & Machinery Co., formerly manager at Winnipeg for the American-Abell Thresher Co.

We regret to report the demise of M. A. Seed, of Pelham Heights, New York, who died suddenly, December 4, 1913. The deceased was a director of, and a very large shareholder in, the Ontario Wind Engine & Pump Co., Toronto, the Aylmer Pump & Scale Co., Aylmer, Ont., and the Chapman Engine & Manufacturing Co., Dundas, Ont. Mr. Seed had a world-wide reputation as the man who developed the dry-plate system in photography. A sad incident in connection with his death arises from the fact that his son, Dr. Seed, who was for some years connected with the Winnipeg office of the Ontario Wind Engine & Pump Co., had only left for California a day or two before the death of his father, and it was impossible to locate him until after the burial of his parent.

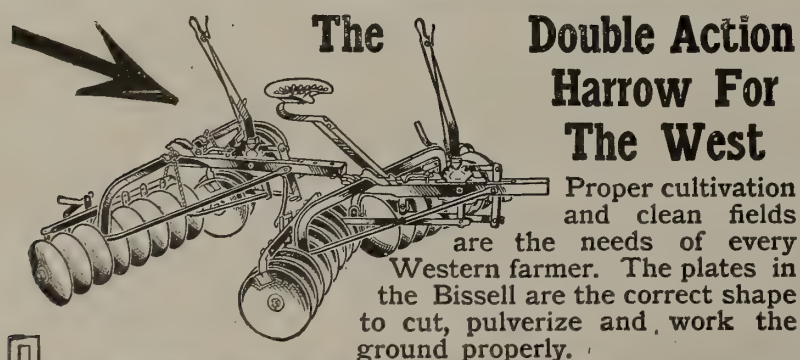
Dr. Rumely Resigns Connection With Company

On the last day of 1913, Dr. Edward A. Rumely retired from official connection with the Rumely organization, his resignation as secretary being dealt with at the next board meeting of that concern. At his own request Dr. Rumely is relieved from further official connection with the company, it being his intention to devote his whole time to the Interlaken school so widely associated with his name. Educational and other interests have rendered necessary this step by Dr. Rumely, as the demands on his time by the company precluded the attention necessary to these interests.

Dr. Rumely severs his connection with the company carrying with him the sincere friendship and esteem of the entire organization, and it is a matter of personal regret to President Funk and the other officials of the company that he now terminates his relations with them.

It is understood that Dr. Rumely will still be available for information and advice whenever wanted, while his continuance as one of the directors will still keep him in close touch with the affairs of the company.

Even after he reaches the top, a man can't defy the laws of gravitation.



BISSELL DISK HARROWS

Simplicity of construction, every part built for business, proper balance and the knack to get right down to perfect work make the 'Bissell' ideal for Western farms. These double action harrows have one disk out-throw, the other in-throw, giving two full width cuts. Connect up 4, 6 or 8 harrows with engine power for a large complete Disking Outfit. Write Dept. E.

Manufactured exclusively by

T.E. BISSELL COMPANY, LTD., ELORA, ONT.

Write to any of the

Jno. Deere Plow Company's Branch Houses

Engine that Runs on Many Fuels

The engine user is ever haunted by the spectre of the high price of gasoline, and by the probability of still higher prices at a date not far distant. It is therefore with great relief that the engine owner sees some practical means of combating this possibility in the way of operating expenses. P. G. Tismer, of New York, has converted an engine that is claimed to run on heavy oils of almost any kind, the value of which, however, has still to be proven by commercial use, says *Scientific American*. In this engine there is much that is of interest, since it runs on various hydro-carbons ranging in density from gasoline and crude oil to gashouse tar, and this without other adjustment than the opening of the feed valve inlet. Therefore no special fuel feeding mechanism is necessary, such as a pump, pressure system or spraying device. The engine also has no cooling system, either air or water, and the piston has no rings yet, strangely, has no loss in compression.

It has a single horizontal cylinder with a bore of $3\frac{1}{2}$ inches and a stroke of 4 inches; both valves are in the cylinder head, the inlet valve being of the automatic type. The changes that have been made in the engine, which is one of the old Otto cycle type, tend to simplify the original construction. As we have said, the piston is turned without ring grooves, one half thousandth of an inch clearance being allowed all around when in the cylinder. The head of the piston is deeply recessed, this recess acting as the combustion chamber, for there is little or no clearance at the end of the inward stroke. The intake pipe with its throttle valve remains, but there is no carburetor; the pipe is a plain inlet with an ordinary butterfly valve. The only feeding mechanism consists of a small pipe leading from the fuel tank directly to the cylinder head, into which it opens through a brass fitting. Oil is drawn directly by suction, and is not sprayed or atomised in any way, while the sparking plug is fitted to the brass coupling which couples the oil feed-pipe to the cylinder head. The two electrodes of the plug are separately mounted and insulated for convenience in altering the spark gap, and high tension ignition is employed. At each intake stroke of the piston, the oil drawn in passes over the sparking points, and has a

cooling effect that is increased by a small current of air admitted to the fuel pipe back of the intake check valve. It seems possible, however, that this column of air has some slight effect in breaking up the oil as well as in cooling the electrodes. Again the engine runs quite as well without it, the only appreciable difference being that the spark plug points burn away rather more quickly. In order that the engine may be run alternately from several fuels, the intake pipe is connected through a main supply box, having several branches leading to six open tanks containing kerosene, fuel oil, machine oil and gashouse tar, while the condensed oil that collects in the muffler is drained from time to time, and again fed to the motor. Each of the pipes is fitted with a stop cock, allowing the one fuel only to be used at a time if so desired.

From observation of the motor, experts have found that it will burn any of the fuels in the tank with equal facility, and will run at a constant speed no matter what fuel is supplied. The same, strangely enough, holds true of any combination, although it would seem that when two or more cocks are open at the same time, the lighter fuel supplied forms the principal ingredient of the fuel. So far, however, the engine has not been run under any load, and, therefore, there is no way of determining the power of the various fuels tried in order to ascertain which is the best for the production of power. Even as an engine in an experimental state the extreme simplicity of this engine seems to shatter many of the theories of present-day designers of the internal combustion engine.

The Reaper-Thresher in Australia

Conditions in Western Canada do not permit of the success of any mechanism for reaping and threshing grain at the same time, although in many parts of the world these reaper-threshers are used with great success. It is unnecessary for us to comment on the action of the ordinary reaper and binder, but some of the facts relating to the reaper-thresher should prove of interest to the dealer. In countries where the climatic conditions permit of the grain being threshed and bagged as soon as it is cut, the reaper-

thresher is found invaluable, especially so on the island continent of Australia, where we find a publication, the *Australasian*, commenting on one of these machines as manufactured by the Massey-Harris Company.

This mechanism strips off the heads of the grain, threshes them and delivers the cleaned grain through a hopper into bags, and is found to be one of the best types used in Australia. The problems in this line, before the manufacturer of farm machinery in Australia, are:—Cutting a larger area in a given time; reducing the draft of the machines; prevention of grain shelling; an early, late or damp weather worker which will not drag out the grain by the roots.

A description of the Massey-Harris machine gives some idea of how it operates on Australian grain fields. The machine carries a comb like a stripper, between which the stalks pass to be cut off below the head by an oscillating reaper-knife, similar to that used in the reaper and binder. A breasting roller and bar limit the length of the amount cut off by bending down the long strawed heads, being adjustably placed so to act; and as the heads emerge from under the breasting-bar they come in contact with the reel, which pushes them when cut on to the conveyors behind. This reel travels round only at about the same rate of speed as the machine itself is moving forward, which prevents any shelling of the grain, and any tendency to throw the material forward by the centrifugal force developed in drums travelling at a high rate of speed. An ingenious mechanism at the side enables the blades of the reel to be set at any required angle, and an eccentric maintains those blades at the same pitch through the whole revolution of the reel, thus none of the cut stuff can be carried round on the blades. The cross-conveyor on which the reel delivers the heads passes them on to a steel conveyor (which rejects any loose grain) and thence they reach the thresher drum.

This drum can be regulated in speed to suit varying threshing conditions, while the threshing operations resemble those of the ordinary self-feeder thresher. The bulk of the machine is in the direct line of draft, giving very little side draft. On ordinary flat country six horses are found quite sufficient to handle the whole mechanism, although eight are sometimes used.

Your 1914 subscription is due.

An Interesting Parallel.

We all know the old phrase about history repeating itself, and strangely enough it often comes true. The case in point is that of the reorganization of the Rumely Co., when the descendants of Meinrad Rumely have left to others the control of the vast business founded by their sturdy ancestor.

Some of us may recollect a like situation several years ago when George Westinghouse was eliminated from the great organization known as the Westinghouse Electric and Manufacturing Co., a concern known equally well on both sides of the Atlantic. The cases are surprising in their similarity.

Westinghouse after building up a great business in the electrical manufacturing world, through his wonderful inventive capacity and designing imagination, found it necessary to enlist the aid of banking capital with which to expand his business. Eventually he saw the great enterprise which he had founded, and which is an undying monument to his genius, wrested from his hands passing into the control of others.

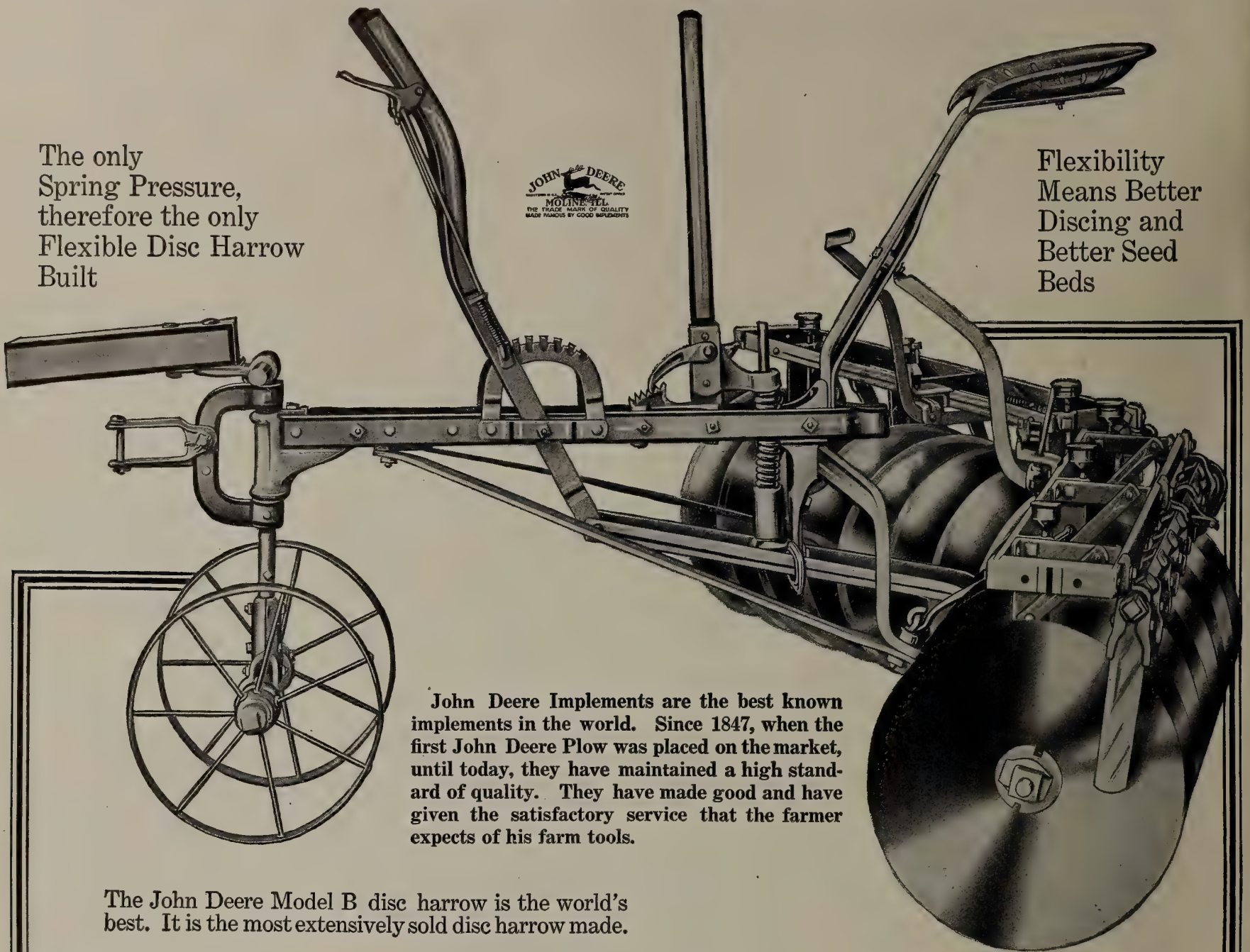
In a like manner the Rumely business grew from a small acorn to a veritable oak tree; starting in a small shop it extended to mammoth manufacturing plants. Incorporation came, and still the business grew. Finally the expansion demanded the aid of extraneous financial assistance, until now the management has passed out of the hands of the family whose founder gave the organization birth. Seldom have two manufacturing concerns passed through so similar processes, and it seems to indicate what so often happens, that business knowledge and the financing of large business ventures is a branch that oftentimes demands a genius quite apart from the creative intellect and mechanical skill possessed by the men who actually produce the inventions that acquire success in the fields of mechanical progress.

Enthusiasm

It will make two stalks grow where one grew before; it will make one implement work where two worked before; it will make two dollars come where one came before; it will keep the memory of the sun beyond the clouds; it will bring the laughter through the tears; it will make you happy, and, better than all, it will enable you to keep others happy.

The only
Spring Pressure,
therefore the only
Flexible Disc Harrow
Built

Flexibility
Means Better
Discing and
Better Seed
Beds



John Deere Implements are the best known implements in the world. Since 1847, when the first John Deere Plow was placed on the market, until today, they have maintained a high standard of quality. They have made good and have given the satisfactory service that the farmer expects of his farm tools.

The John Deere Model B disc harrow is the world's best. It is the most extensively sold disc harrow made.

John Deere Model "B" Disc Harrow

WHEN you sell an implement that gives your customers entire satisfaction, you pave the way for future sales. That customer comes back for his other implements. You gain his good will and he knows that your implements are reliable. He tells his neighbors and they come to your store, when they need farm implements.

The benefits to be derived from selling reliable implements are many. Your sales are increased. You gain the good will of your trade.

John Deere Implements are the best known implements on the market. They stand all tests and give the satisfactory service you want your customers to receive from his implements.

The John Deere Model B Disc Harrow contains the highest quality in disc harrows. They have stood the most severe field tests and have made good in all kinds of land.

Exclusive spring pressure on the Model B Disc Harrow insures more penetrating power and more thorough cultivation. The operator keeps the discs cutting an even depth.

The one-piece high-arch frame and the solid steel gang frames afford great clearance and extra strength.

Deere disc blades are of the highest quality of steel and are carefully polished and sharpened.

Flexible spring steel scrapers, securely clamped in proper alignment keep the discs clean, without undue pressure. The lock device releases the scrapers when they are not needed, reducing the draft. This disc is very light running.

The Model B Disc Harrow is easily adapted to a three-horse hitch or a tongue truck.

The use of the disc harrow for the cultivation of the land is growing more popular each year, and every farmer needs a disc harrow on his farm.

The soil is the source of all wealth. Unless your customers prosper, you will not prosper. Sell your customers the best tools with which to till their land, and show them how to use them, and your business will grow. If you haven't a copy of "Bigger Crops from Better Seed Beds," write us for it today. It will help you in your disc harrow sales.

The disc harrow trade in your territory can be doubled when you sell the right implement. Let us tell you more about the John Deere Model B Disc Harrow.

John Deere Plow Company, Limited

WINNIPEG.
CALGARY.

REGINA.
LETHBRIDGE.

SASKATOON.
ELMONTON.

VAN BRUNT



Will Seed Any Soil That Can Be Seeded, Without Clogging

Results Count.—The efficiency of any farm tool must be proven in the field.

The test to apply is threefold, viz: The Quantity of Work Done, Quality of the Work and the Cost of doing it.

That **VAN BRUNT DRILLS** will do **MORE** and **BETTER** work with less expense than any other type of drill has been the experience of thousands of farmers.

They will seed any soil that can be seeded: Mud, Gumbo, Sticky and Trashy soils and without clogging.

Equipped with an absolutely accurate and adjustable Force Feed. The seed is deposited in an even manner. Each feed deposits the same quantity in an even, continuous stream. There is no skipping or bunching.

Gear Drive insures accuracy and regularity. Each wheel drives one half of the machine. There are no chains to work loose or wear out.

The Van Brunt deposits and covers every seed. Closed boots deliver the seed into the furrow at the centre of the disc

where the opening is the largest (not at the rear of the disc after the furrow begins to close). Every grain is covered.

Discs are equipped with case hardened bearings, oil tight and dust proof. **ANY THAT WEAR OUT WILL BE REPLACED FREE.**

As well as being the most efficient in the field, Van Brunt Drills are the most economical to operate. Light in draft—weighing from 200 to 400 lbs less than the average drill. It costs money to haul around all day 400 lbs of useless weight. The improved construction of the Van Brunt has done away with all unnecessary weight.

The wheels stand up straight. Continuous axle prevents all possibility of sagging.

These are only a few of the many reasons why Van Brunt Drills are the most desirable drills with which to supply your customers.

END VIEW OF SINGLE DISC PRESS DRILL.

Force
Feed
Light
Draft
Gear
Drive



In those districts where it is necessary that the seed be planted in firm ground in order to hold the moisture, for doing this work there is no machine equal to the Van Brunt Press Drill.

This Drill is perfectly balanced. It is easy to lift the discs out of the ground, or to put on pressure.

All the weight of the machine and operator can be placed on the press wheels, or only a part of it.

This type of drill may be the very thing that some of your customers require.

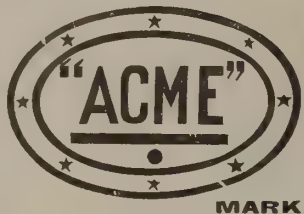
More Bushels to the Acre means more business for the Dealer
Helping your customers increase their profits, is what builds up a substantial trade

Get Our Drill Catalogue

John Deere Plow Co., Limited

Winnipeg Regina Saskatoon Calgary Lethbridge Edmonton

TRADE



Pulverizing Harrow, Clod Crusher Leveler

X. L. SERIES

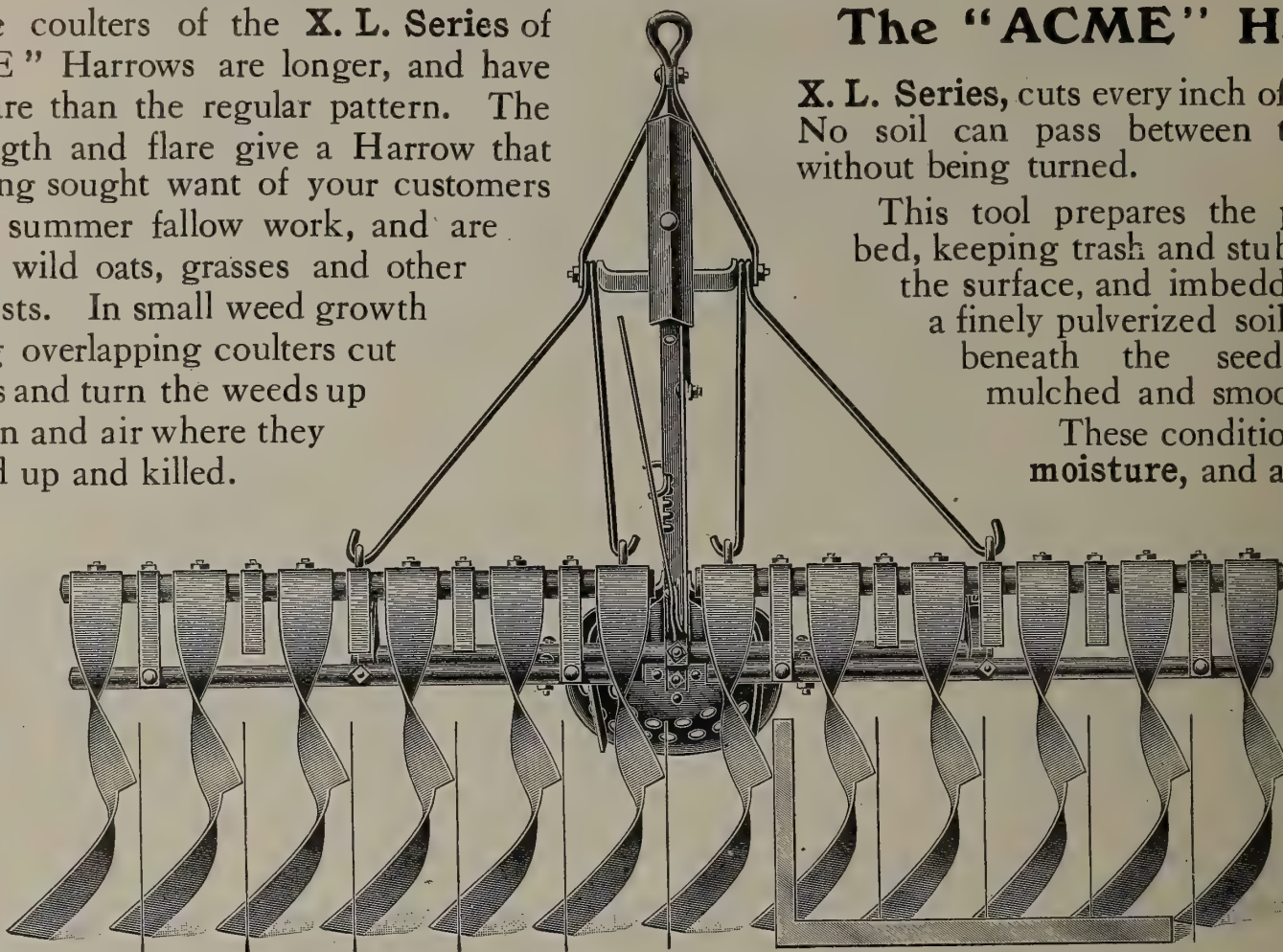
The coulters of the X. L. Series of "ACME" Harrows are longer, and have more flare than the regular pattern. The extra length and flare give a Harrow that fills a long sought want of your customers who do summer fallow work, and are fighting wild oats, grasses and other weed pests. In small weed growth the long overlapping coulters cut the roots and turn the weeds up to the sun and air where they are dried up and killed.

The "ACME" Harrow

X. L. Series, cuts every inch of the surface. No soil can pass between the coulters without being turned.

This tool prepares the perfect seed bed, keeping trash and stubble beneath the surface, and imbedding them in a finely pulverized soil, compacted beneath the seeding depth, mulched and smoothed above.

These conditions **conserve moisture**, and assure a crop where other styles of Harrows open up the soil and hasten evaporation.



Bottom view, X. L. Series "Acme" Harrows, showing over-lapping coulters.

Sizes 3 to 17 $\frac{1}{2}$ Feet Wide

The "Acme" Foot-Lift Weeder

Construction is all steel and iron. It is used for orchard cultivation or summer fallow. Light in draft, easily handled, produces a perfect surface mulch to conserve all moisture; completely eradicates all weeds.

Manufactured by **DUANE H. NASH** (Incorporated), 307 Division Ave., Millington, N.J., U.S.A

General Agents:

John Deere Plow Co. Limited

Winnipeg

Lethbridge

London

Regina

Toronto

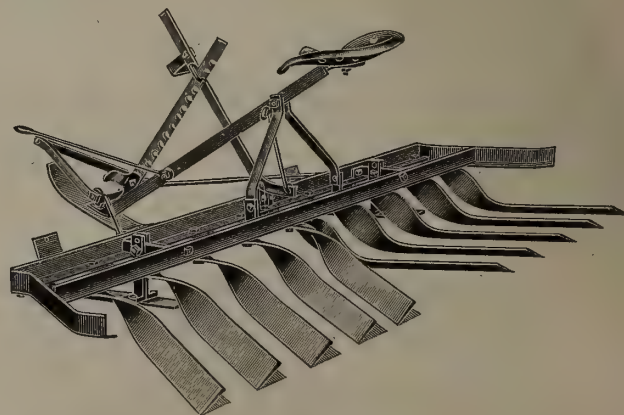
Ottawa

Calgary

Saskatoon

Edmonton

Welland

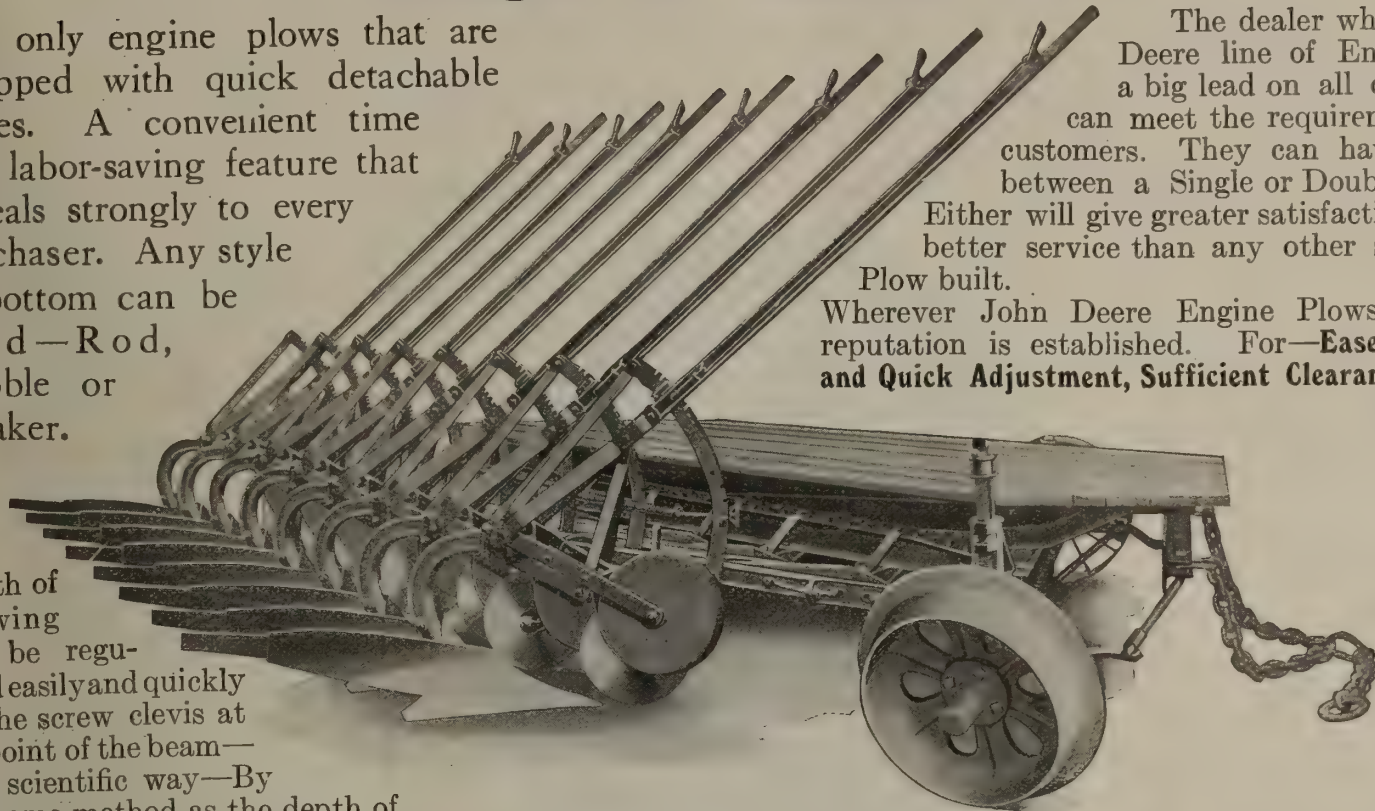


TAKE YOUR CHOICE

—Single or Double Beam

The only engine plows that are equipped with quick detachable shares. A convenient time and labor-saving feature that appeals strongly to every purchaser. Any style of bottom can be used—Rod, Stubble or Breaker.

Depth of Plowing can be regulated easily and quickly by the screw elevators at the point of the beam—The scientific way—By the same method as the depth of a walking plow is regulated.



John Deere Single Beam Engine Gang Plow

The dealer who sells the John Deere line of Engine Plows has a big lead on all competitors—he can meet the requirements of all his customers. They can have their choice between a Single or Double Beam Plow. Either will give greater satisfaction, a longer and better service than any other style of Engine Plow built.

Wherever John Deere Engine Plows are used their reputation is established. For—**Ease of Management and Quick Adjustment, Sufficient Clearance, Lightness in Draft and Great Strength.**

Sizes from
4 to 12
Bottoms
in Single Beam
Construction

John Deere Engine Plows

ARE THE

Most Successfully Built, Most Extensively Used, The Most Profitable To Sell

SELL THE MOST COMPLETE LINE

The Line of KNOWN QUALITY

Proven by Experience. The

Line that will Satisfy

Your Customers

and will

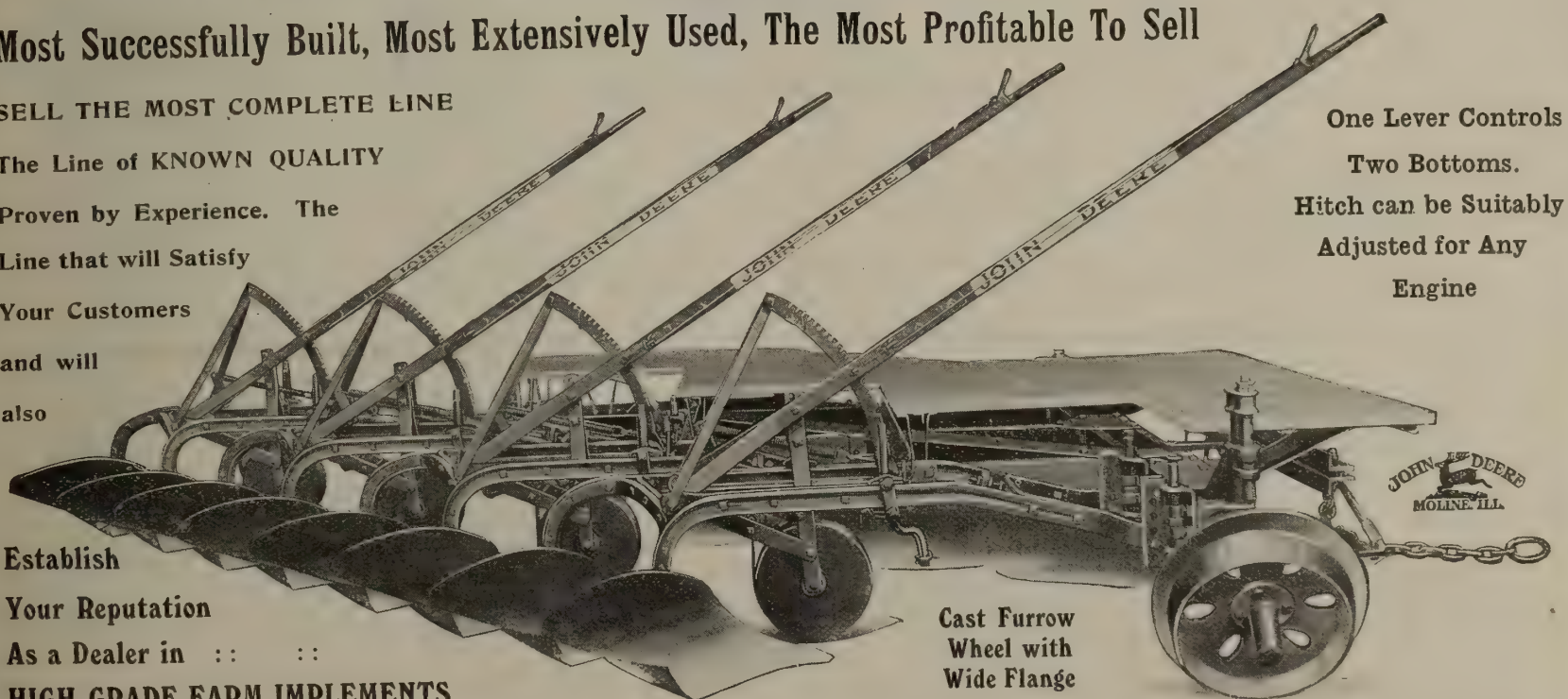
also

Establish

Your Reputation

As a Dealer in :: ::

HIGH GRADE FARM IMPLEMENTS



John Deere Double Beam Engine Gang Plow

One Lever Controls
Two Bottoms.
Hitch can be Suitably
Adjusted for Any
Engine

Cast Furrow
Wheel with
Wide Flange

Goods that can be sold with the least expenditure of time and effort are the most profitable to sell. Farmers prefer JOHN DEERE Plows. They find them the most profitable to buy. Consequently they cost less time and effort to sell. **Cutting Down the Cost of Sales Increases Your Profits.**

Let us send you literature describing the most complete and modern plows.

John Deere Plow Co., Limited

Winnipeg

Regina

Saskatoon

Calgary

Lethbridge

Edmonton

The Passing of William Deering

William Deering, of Chicago, one of the founders of the farm machine industry, and for many years one of the largest manufacturers of farm machines the world has ever known, died at his winter home, near the city of Miami, Florida, on the evening of December 9th. He had been ill for several months, following an attack of partial paralysis, and when he died he was in his 89th year. Mr. Deering's life was characteristic of so many of the early New Englanders who broke away from their home towns and amassed great fortunes during the tremendous growth of the Middle West. He was born at South Paris, Maine, on April 25, 1826, of a Puritan family which had resided continuously in that locality since about 1634. As a boy he was sent to Redfield Seminary, a thriving local school in Maine, from which he was advanced to the study of medicine at Fryeburg, Maine. At that time it was customary for most well educated young men to enter one of the learned professions. This was Mr. Deering's early ambition, but his father, who was then president of the South Paris Manufacturing Company, engaged in making woolen cloths, needed his help at that time, and young William gave up the study of medicine and entered commercial life. In 1849 he married Abbey Barbour, who died seven years later leaving him one child, Charles Deering, who is at present chairman of the Board of Directors, and also a member of the

Finance Committee of the International Harvester Company.

Mr. Deering became a manufacturer and merchant in his native town, dividing his interests between his business and the development of western farm lands, of which he became a large owner.

his greatest work after he had retired from active business.

In 1870, the Marsh brothers were trying to push the manufacture and sale of their afterwards famous Marsh harvester. E. H. Gammon, formerly a Methodist preacher, and a friend of William Deering, along with J. D. Easter, had procured a license to make these harvesters, but they were practically at their wits end

into the farm machinery business. He says:

"One evening, while Gammon was worrying over this lack of capital, he heard a gentle knock at the door. He opened it to one of his old acquaintances from Maine.

"Mr. Gammon," said the visitor, "I have about \$40,000 of spare money that I would like to invest in Chicago real estate, and I want your advice as to the best place to buy."

"What!" said Gammon, springing to his feet in delight. "Have you money to invest? Give it to me and I'll pay you 10 per cent, or make you a partner in the best business in Illinois."

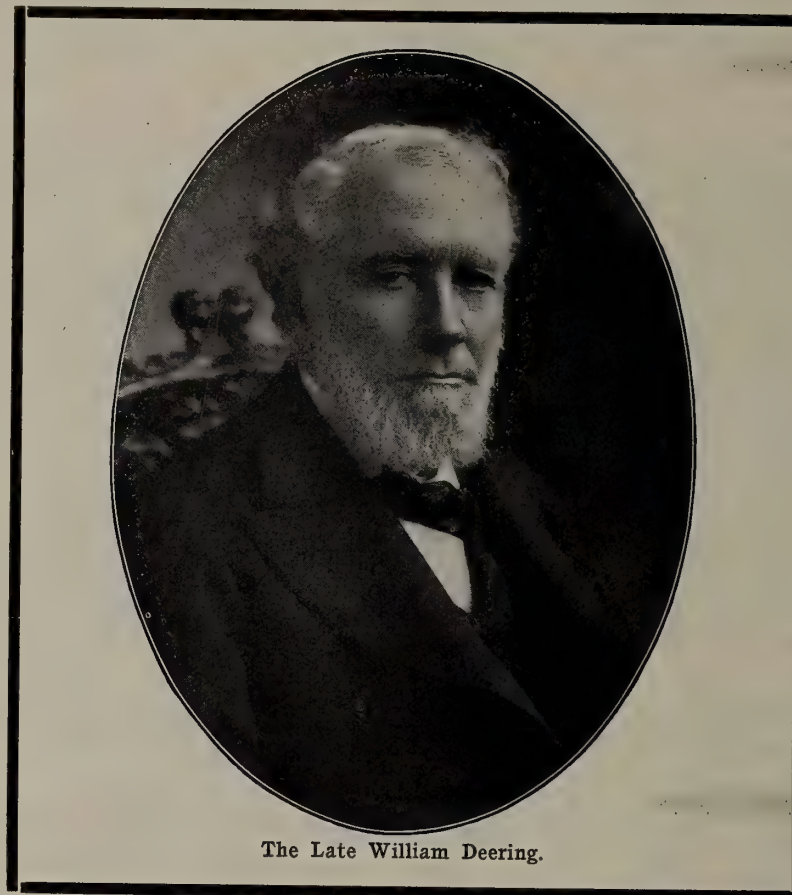
The visitor, whose name was William Deering, knew nothing whatever about reapers or wheat fields, but he was a Methodist and had confidence in the experienced E. H. Gammon; so he passed his \$40,000 across the table and next day went home to Maine.

Two years later Deering came down to see how Gammon and the \$40,000 were faring. The books showed a profit of \$80,000!"

In 1872 Deering was made a partner in the business, and in 1873 took charge of it. As he said, whimsically, "I got into the harvester business, and had to stay in. But I did not even know at that time the appearance of our first machine."

For five years he manufactured the March harvester, competing with the McCormick Company, which up to 1879 was selling the most up-to-date machines of that type and period, with the Wittington wire binder.

It is indicative of the business sagacity of the man that he appreciated the merits of Appleby's twine binder, which had failed to find a manufacturing concern. To make it a success he had to make a contract for a single strand twine involving entirely new machinery. Speaking of Deering Fidler, the twine manufacturer of Philadelphia, was fond of saying in this respect that he "made a million dollar contract in two minutes."



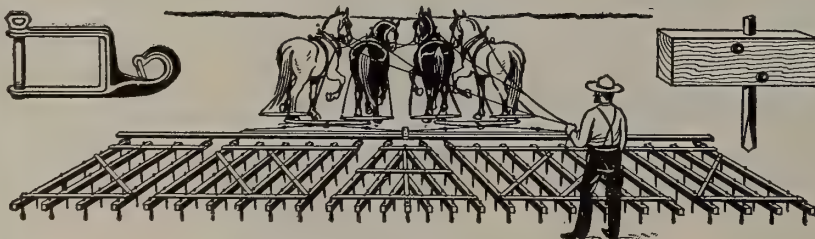
The Late William Deering.

Some time after he married his second wife, Clara Hamilton, who survives him.

It is often the way of life—that we aim at one thing and hit something else. William Deering did

for lack of capital in the business. In the "Romance of the Reaper," Herbert N. Casson describes vividly what we might term the entry at 44 years of age, of William Deering, woolen merchant,

Watson's are the Real "Boss" Harrows



WATSON'S BOSS WOOD HARROWS

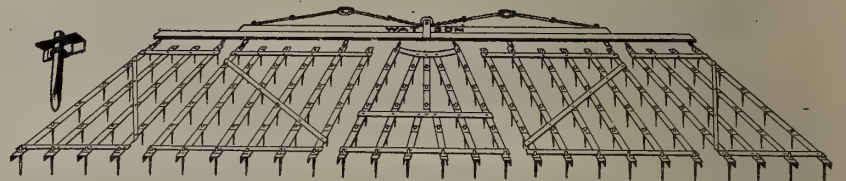
These Harrows are made of seasoned hardwood. Each tooth securely set by two rivets. Fitted with malleable draw clevis. They are harrows of correct design, possessing exclusive features that make them easy sellers.

These Harrows are the result of years of experience, they commend themselves to every farmer and give absolute satisfaction. They are Trade-builders for the Dealer. Send for our new catalogue, it will interest you. Our full line includes:

Feed Cutters (seven styles)	Whiffletrees	Boss Steel Harrows	Pulverizers
Farm and Bush Sleighs	Harrow Carts	Warehouse Trucks	Bevel Jacks
Wood and Pole Saws	Grain Grinders	Roller Crushers	
Root Pulpers	Wheel Barrows	Horse Powers	
Channel Steel Harrows	Light Delivery Sleighs	Boss Wood Harrows	

WE ALSO HANDLE { Heider Eveners, all sizes, and Janesville Gang, Sulky and Walking Plows, Disc Harrows, etc, also Repairs for all Moline Implements.

WRITE FOR OUR PROPOSITION



WATSON'S STEEL BOSS HARROW

Tooth bars are of angle steel, cross bars all channel steel. Teeth are held individually by steel wedges, are dagger shaped with the edges directly in line of draft. Are fitted with a pulley hitch eveners. Light draft—24 feet in width.

John Watson Mfg. Co.
LIMITED

CHAMBERS AND HENRY STS., WINNIPEG

In his efforts to give the American farmer a cheap binder twine Deering sunk fortunes experimenting with twines made from grass, paper, straw and flax.

William Deering was not an inventor, he was not even a mechanic, but he was probably the greatest patron of inventors who has ever lived. It is reckoned that he spent over \$2,000,000 during his active career in improving and designing farm machinery. One man he kept on a salary for 20 years in order to perfect the Deering corn picker.

System, centralization and perfection were his secrets of success, but beyond these lay the innate sagacity of the man who fought, by sheer dogged persistence, disadvantages that would have discouraged any but the lion hearted. In seven years he rose from a woolen merchant to the proud position of one of the harvester kings, and he brought with him the whole harvester business to a higher plane of perfection.

It is useless repetition to say much of the life of such a man as William Deering; his actions speak for themselves. Beyond all we find in his memory the mammoth corporation that was evolved from his efforts—the Deering plant, and later the International Harvester Company. Such men are not born during every generation; when they die it is not only a loss to a few individuals, or a business; it is a loss to humanity, since their gifts were applied for the betterment of mankind. With the passing to his rest of William Deering the world lost a great man, and a good. He is dead, but his example still lives; his record that of a life of effort, his monument one of the greatest industrial systems which the world has ever seen.

Sample Markets at the Lakes

For many years the grain shippers of Western Canada have wanted some system of sample markets, whereby they could get the highest value for their grain. To supply this want, the Fort William and Port Arthur Grain Exchange have inaugurated what is possibly the best equipped trading room on the continent, in their new Grain Exchange building, which cost \$684,000.

This system briefly means trading in grain instead of paper, the identity being retained to allow a sale on its merits.

Farmers may now consign their grain to the Fort William sample market, advising any one of the members of the Exchange who will look after the selling payments, etc., at the usual commission rates. Names of members in good standing will be furnished by the Secretary of the Fort William and Port Arthur Grain Exchange.

Cars billed to Fort William sample market will be sampled and graded at Winnipeg in the usual way, and samples forwarded to the Secretary of the Exchange, who will place them on the sample tables. The member in whose care they are shipped disposes of them to the highest bidder. Should the grain not merit a premium the grade value will be obtained.

Grain shippers in the West have for years wanted such a sample market to get the highest value for their grain, and now that it is established there is little doubt that full advantage will be taken of its facilities by Western grain growers.

Standard Tests for Hemp

The sale of hemp has for long been made upon selection and valuation by experts, who judge the quality by sight and touch based upon years of experience. This system has, however, proved to be unsatisfactory, and the trade in fiber has suffered from lack of proper standard tests for determining grades. With a view of bettering conditions, the fiber division of the Bureau of Agriculture at Manila is conducting extensive tests to establish scientific standards for the Philippine fiber production.

The method of test followed is to select average samples of the fiber, cut them into meter (about 3 feet) lengths, weigh each sample to the fraction of a gram, and then ascertain the breaking strain of each strand. The average breaking strain per gram meter, secured by dividing the registered breaking strain by weight of the sample being tested, is the accurate index of comparative strength and quality which is being used. Tests for single fibers are varied by tests with twisted fibers. The weight method is followed because a thick single fiber which will stand a strain of about 6½ pounds, for example, may not be so strong, comparatively, as a thinner fiber breaking under much less strain.

Stickney Co. Produce a New Car

The Charles A. Stickney Co., St. Paul, Minn., has just produced a "Motorette" which will be exhibited for the first time at the Chicago automobile show during this month. The name "Motorette" has been given the new car to distinguish it from the motor car on the one hand and the motorcycle on the other. It is an elegant narrow gauge, low hung, two-passenger tandem car having the comfort of the automobile and the low cost of operation obtained only by light weight. Unlike other cars, like the motorcycle, the driver sits on the rear seat while the passenger occupies a position in the front seat.

The new Motorette is driven by a four-cylinder, four-cycle engine with 2¾ inch bore and 5 in. stroke. The horse-power is 12 to 15. Wheel base 120 inches; tread 40 inches with 28 x 3 in. tires. It is equipped with horn and electric light, and is painted green. It is made in two styles for two passengers, or for delivery; and a combination of the two, which is convertible.

The Charles A. Stickney Co. has earned during the past 15 years a reputation of building the high-

est grade goods and this reputation is greatly enhanced by this adjunct to the automobile industry.

Automobile Terms Defined

Joy ride—Honeymoon trip.
Too much play at the wheel—Dead broke at Monte Carlo.
Filling the cooler—"Running in" the drunks.
Shock absorber—Clergyman in Paris.
Buying gas—Paying your lawyer.
A foot brake—Stepping on the debutante's train.
Putting up the top—Pawning your silk hat.
A blow-out—Suffragette released from jail.
Wind shield—A gag for politicians.
Feed pipe—A free lunch.
The cooler fan—The rooster who bought a grandstand seat.
Left-hand drive—When his sweetheart sits at his right in the buggy.
Universal clutch—The love of mammon.
Testing the sparker—Standing under the mistletoe.
Trouble with the ignition—Bridget drops a lighted match in the kerosene.

Reach Out For New Business

—not only new business, but **bigger** business, **better** business, **more profitable** business—business that will get you in touch and **keep** you in touch with the progressive, wide awake farmers of your community. You can do this by selling

HART-PARR

Oil Tractors, Self and Hand Lift Plows
and "Money Maker" Threshers—

"The Standardized Line"

We have a liberal, profit sharing plan for the dealer in each locality. A plan whereby you can increase your sales and earn substantial profits by co-operating with our sales department.

Let us give you full details of this plan now. Get in line to reap the profit on sales that are sure to come with spring activity on the farm. Write today for our attractive offer.

Hart - Parr Company

36 Main St., Portage la Prairie, Man.

1622 8th Ave., Regina, Sask.

63 West 23rd St., Saskatoon, Sask. The Chapin Co., 331 8th Ave. West, Calgary, Alta.

The Country Merchant and His Paper

The following live article, from the pen of a country editor, should ring only too true to every retailer in the small towns of the West. All the more so since the journalist, C. L. Hobart, publisher of the Holden (Montana) "Progress," is a man who has only recently quitted the implement business for the editorial chair. He says:

"We learn from statistics that 95 per cent of those who go into business fail. That is just about the per cent of those who regard advertising as a charity, a burden, or at best an expense.

"An advertising agent once said to me: 'I have often wondered why I went into this business. I had a good position on the road for a big hardware house. I was making good money, and had considerable satisfaction in my work. It has always seemed so strange to me that I quit selling men what they wanted and tried to sell them what they do not want.'"

"On all sides we hear of the 'practical business man.' He is continually held up to the school boy as a pattern. Most of the indictments of our public school system contain the statement that it doesn't make 'practical' men. And yet fully nine-tenths of these 'practical' men will sagely remark that advertising will pay the

department stores in Kansas City but it won't pay in a small town. One-ninth of these nine-tenths will calmly observe that the mammoth stores of the city expend their millions for advertising 'because they can afford to.'

"Honest, now, did you ever hear of country merchants doing anything toward increasing the circulation of the papers in their towns? Not much. 'Let the printer build up his own business' is the remark of these 'practical' men. Yet every one added to the newspaper's list adds that much more to the 'pulling power' of his ad, if perchance he has one.

"Ever hear a shopkeeper say: 'Don't have to advertise; been here for 40 years and everybody knows me?' Of course, you have, and in the next breath he will tell you (sometimes with profane embellishments) that in the average farm home the mail-order catalogs are on top of the family Bible, and the former are well thumbed while the latter has dust on the edges. And yet the only time the mail-order men were ever in the district was when they whizzed by in their private cars. Score another for the 'practical business man.'"

Stationary engines shouldn't be allowed to become too all-fired stationary in the dealer's warehouse.

Potato Machinery Co. Increases Plant

The Champion Potato Machinery Co., Hammond, Ind., has commenced additions to the existing factory which, when completed, will provide an increase of facilities whereby that company can care for their rapidly increasing trade. The new building will be three storey high, 90 x 140 feet. The additional space therein obtained will be used as storage, and will suffice for 3,000 complete machines of the various styles of planters, sprayers and diggers manufactured by the company.

Why I Trade at Home

As part of a campaign to discourage mail order buying in the district, a progressive retail implement concern in Texas circulated the following reasons among the surrounding farmers, the reasons being printed on cardboard under the heading shown above:

Because my interests are here.

Because the community that is good enough for me to live in is good enough for me to buy in.

Because I believe in transacting business with my friends.

Because I want to use the goods.

Because I want to get what I buy when I pay for it.

Because my home dealer "carries" me when I run short.

Because every dollar I spend at home stays at home and helps work for the welfare of the city and country.

Because the man I buy from stands back of the goods.

Because I sell what I produce here at home.

Because the man I buy from gives value received always.

Because the man I buy from pays his part of the county and town tax.

Because the man I buy from helps support my school.

Here I live and here I buy.

J. B. Talks Horse Sense

J. B. Bartholomew, president of the Avery Co., in a recent address on the gas tractor to the Illinois Farmers' Institute, concluded as follows:

"Raise all the horses you can for profit, use them all you will, but in a few years the horse famine will be on. It would have been here three or five years ago except for the coming of the automobile at the rate of from two

to three hundred thousand a year, and in spite of that the price of horses have kept going up. I mean good horses, brood mares (others don't pay), not old plugs that will eat their heads off every thirty days. The day has gone when the fellow with an old plug of a team and an old plow, an old cow and an old sow, can be classed as a farmer."

Implement Store Rest Rooms

There is no more dreary business for the farm woman than that of waiting around town until her husband has finished his business—always assuming, of course, that the attractions of the various stores have been exhausted. The idea of a rest room where the farmer's wife may rest and wait until her better half is ready to hitch up, is an excellent one, and commenting on this Farm Implement News quotes an example. It says:

"A progressive Illinois implement dealer has borrowed a good idea from the big city stores, and established a waiting or rest room for farmers' wives and daughters. In an advertisement recently published he invites all of the farm women of the community to make use of the room, which is equipped with everything needed for comfort and cleanliness."

We feel sure that this innovation will be greatly welcomed by the women for whom it is provided, and that it will redound to the advantage of the dealer in increased business. Every implement dealer ought to seek the goodwill of the farm ladies. In the first place the dealer handles such things as washers, churns, separators, garden tools, etc., and is often also a general hardware retailer, selling many household fixtures. All such bring him in intimate contact with the feminine side of farm life. Again, even the most arrogant "liege lord," who would brook no feminine interference in the purchase of a plow or drill, will usually, with great meekness, permit his wife to assist him in making the choice of a new buggy or other vehicle. The average small town in the West offers nothing in the way of facilities for the comfort and convenience of farm women who have to spend the day in town making purchases. The retailer in any line who recognizes this need and supplies it will find any initial outlay easily covered by his increase in business and popularity with the feminine factor among his customers.



Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order
Brandon Pump & Windmill Works

Brandon Man.



BRADSTREET'S

Established 1849 Capital and Surplus \$1,500,000

Offices throughout the civilized world. Correspondence invited

Executive Offices:

346 & 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA:

Halifax, N.S.; Montreal, Que.; St. John, N.B.; Hamilton, Ont.;
Ottawa, Ont.; Toronto, Ont.; London, Ont.; Quebec, Que.;
Calgary, Alta.; Edmonton, Alta.; Vancouver, B.C.

C. G. SCHAFFTER, Supt., Commercial Travellers' Building,
WINNIPEG, MAN.

An Inventor and His Work

As year after year closes we see, more and more, that the work of the world is being taken up by machinery. It was recently estimated that in the United States four and one-half million factory operatives turned out by machinery a product equal to the hand labor of 45,000,000 men!

This means that in the factories 90 per cent of the work is done by machinery. A large proportion of this power is produced by steam—which means a terrible waste of the coal supply. The coal production of the world is over a billion tons annually. And this means the actual mining of half as much again, while one-third is left in the mines in a condition that renders it useless for any purpose. Of the net production perhaps 90 per cent is lost in the burning, at least this is true in the case of coal used for steam power. Even the finest modern quadruple-expansion engines, with superheated steam to augment their capacity, do not use more than 14 per cent of the energy stored in the coal, while the average steam engine does not get more than 6 to 7 per cent. Further consider the immense cost of handling, storage, and distribution, and we can readily realize the problem of utilizing coal energy that so deeply engages the minds of inventors and engineers!

The greatest advance towards the solution of this universal problem has been the gas engine, in which, by first turning the coal into gas and then exploding this gas in the cylinders we more than double the amount of energy per ton of coal used. In the best types of gas engines the efficiency is as high as 25 per cent; in Germany the residual products from turning the coal into gas far more than pay for the cost of the operation. Yet all this is only commercially feasible in the great manufacturing centers and the cities; in consequence the gas engine has a restricted field.

For other reasons the same is true of gasoline, kerosene, benzine and other motors, and we find yearly an advance in the price of these liquid fuels until they are almost prohibitive for commercial uses. Of all the means for producing economical power, by far the greatest advance is represented in the invention by Dr. Rudolf Diesel, the eminent German engineer, whose recent mysterious death excited so great an interest.

It is now twenty years since Diesel published the first sketch of his remarkable theory and of the motor to realize its practicability. All of us are aware that if air is compressed very sharply it becomes hot and can be used to explode powder in a receptacle. The plan of this German inventor was to use the stroke of the piston to compress a considerable volume of air into a very small space so as to put it under a very high pressure; and at the instant the pressure reached a maximum, to force into this chamber a jet of vaporized oil. The compression was to be so high that the air would instantly ignite the oil and burn it under highly favorable conditions. It was to be a true burning, and not an explosion such as occurs in the tractor engine or automobile as we reckon internal combustion.

His idea was taken up by various German firms, and in four years it was perfected as a commercial device. The motor actually realized a third of the theoretical heat energy of the oil, and the latter did not need to be gasoline or any other expensive essence, but could be a crude

liquid such as we are now using more widely.

At the time of the introduction of the Diesel engine crude oil had very little vogue, to which fact is largely due the more general knowledge of the engine.

In this country the Diesel motor produces power at from a quarter to a half cent per horse power hour. This greatly exceeds the economy of any other form of engine and is four or five times as cheap as any steam engine. Its only concurrent is water power—a power with many limitations. Crude oil may be shipped and stored much more easily than coal, and the supply is much more near the meaning of the word "inexhaustible." Already the Diesel motor largely displaces steam in ship propulsion, not so much because it realizes three or four times the power per unit of fuel, but because it only occupies about a quarter of the space required for a steam engine and its boilers. It has been successfully adapted for the submarine and the locomotive, and during experiments to further utilize his engine as an economical power-producer, Dr. Diesel vanished from among mankind in a trip across the German Ocean. His work will live, as does that of any great inventor, and, as the escap-

ing gases from the Diesel motor can be employed in a variety of ways as by-products the Diesel engine promises in the future to rival the waterfall as a producer of the cheap power of the world. The development of the crude oil and coal tar industries are so rapid that none can deem it impossible that the running of a Diesel engine may become a source of profit sufficient to cover all charges; power produced without cost! The man is dead, but his work lives on, and with the passing of Rudolf Diesel the engineering world lost one who threw forward several notches the lever of progress in the production of cheap power.

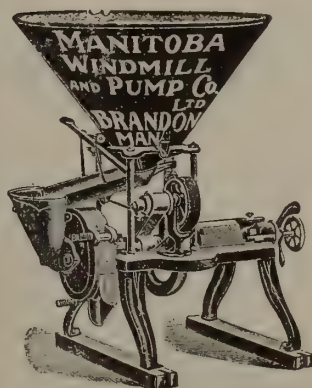
Sorrowful Successes

There are certain kinds of successes that narrow and cramp the personality. If a young man sets his heart on money-making beyond everything else, if he saves and hoards and closes his ears against every appeal in order that he may be rich by and by, the attainment of his hopes finds him a poor, shriveled personality, with scarcely a claim on the friendship of others. Such successes are the sorriest misfortunes that can overtake us.



Windmills in all sizes for Power or Pumping

"Manitoba" Floor Grinders, made in 8, 10 and 12-inch sizes, have sold by the thousand. Satisfied owners testify to their quality, and each grinder sold attracts more trade to the dealer.



Made in the West for Western Needs

THE *Manitoba* LINE

affords a valuable agency for the dealer that he cannot overlook. Our Engines, Windmills, Grinders, Saw-frames and Pumps have stood the test of service. They are made of the highest grade material, machined and erected by experienced mechanics. Every dealer who desires Bigger Business for 1914 should write at once for our attractive proposition.

MR. DEALER

Do you value high-grade goods? If so our line affords you golden opportunities for increasing your sales. "Manitoba" Windmills, made in all sizes, are known throughout Western Canada for their strength and mechanical efficiency. "Manitoba" Engines, horizontal, vertical, stationary or portable, are sure sellers and will give you profit and prestige with your customers.

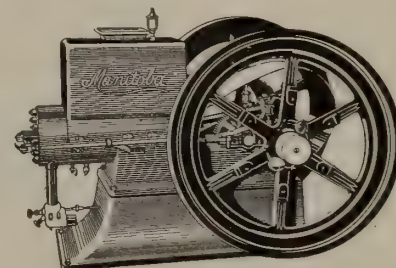
Buy direct from us, saving exorbitant freight and duty charges and jobber's profits.

WRITE AT ONCE FOR AGENCY TERMS

Manitoba Engines

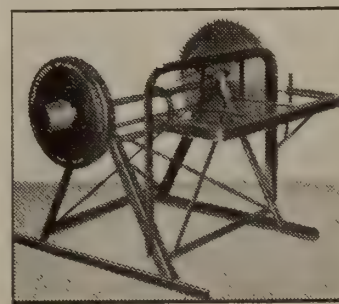
LIMITED

Calgary BRANDON Saskatoon



Gasoline Engines, all styles, 1½ to 40 H.P.

"Manitoba" Steel Frame Saws are rigidly constructed and dependable. Furnished with 24, 26 or 28-inch saws. They weigh only 275 lbs.



From the Farm Woman's Standpoint

She was a little slip of a woman, with a face prematurely aged and work-worn hands that told only too well a tale of years of hard and unremitting labor. Just such a type as you will see driving into town any day; one of our Western farm women who have done so much to build up the country—and have got so little credit for it. We are too prone to extend our chests and to talk of development and progress in a grandiose manner; we forget the hundreds of weary women who have closed their tired eyes for ever—worn out by the hard years that meant “life” to them on some quarter or half section ‘way back from the railroad. Unseen, hidden, lonely lives, one often wonders how they face it so bravely as they do.

The little woman sat in the implement man's office, waiting her big husky husband who was out in the yard engaged in dickering with one of the salesmen over the price of a new seed drill.

The dealer was a man wise in his day and generation; he realized in a great degree the value of feminine coercion in building business, and he cultivated the goodwill of the wife even more than that of her husband. He had been vigorously searching his memory regarding every individual unit of the family—asking after their health, progress and general welfare.

She was a plain, outspoken woman—this farmer's wife—fond of calling a spade a spade, which, when all is said and done, is a great talk-saver in those days of froth and frivol.

“Not that we can complain,” said she. “We’ve had good health, all of us, an’ that’s a blessing in any year. The grain was never better, an’ it graded good if the prices were fearful low.

“I ain’t much in sympathy with you implement folks, in a general way, though. There’s John out there, hankerin’ to get another drill—which we could easily do without. You make the buyin’ easy—so easy—but it’s the payin’ that we folks find hard. Not, mind you, that I mean the things you sell ain’t at times a real help. Lordy! where would I be without that separator I got here—yes, an’ more than that, a thing you men folks maybe never thought on, that sheaf loader machine that you sold John last spring. When he told me he’d bought it I was madder’n a hornet, for I’d set my mind on so many things we really needed around the house. John

said that it would save so many men and hosses, but, says I, ‘John you’ve gotta show me.’ Honest to goodness, I didn’t believe it, for you people that sell them things tell such fearful lies about what they’ll do.

“Anyways, I will say that the sheaf loader is about the first thing that John ever got that made any difference to my work.”

She paused for breath, and the dealer hastened to assure her that he thoroughly realized how the sheaf loader helped out woman-kind on the farm. As a matter of fact the thought had never before occurred to him.

“Yes,” she continued, “it’s gimme a rest that I wanted in the worst way; for year in year out harvest has been a time I looked forward to with dread. The continual cookin’; standin’ over a red hot stove on a day when it was hot ‘nough without any fire. An’ after that the washing up o’ dishes. Mr. Smith, it takes a woman to gauge the amount these harvest hands can eat; for myself I’ve often wondered they didn’t bust.

“‘Twas bad enough when they were working an’ we had them out from around the house, but the wet weather was what I couldn’t stand at any price. Them loafin’ around the house and grumblin’, smokin’ an’ spitting all over the place. It was more like a pig pen than a respectable home, an’ you, Mr. Smith, bein’ a married man can imagine how tasty the language was at times for the children to hear.

“At any time it was bad enough, but what about when they went to town and got full, comin’ back and pollutin’ the whole atmosphere. I will say this about the loading machine—it stays around home and don’t cuss and grumble at the work its asked to do.”

She stopped and looked through the office window. “Well, here’s John comin’ at last. How my tongue do go when I get started; but believe me its true; every word of it, an’ there’s many a woman who’d have an easier, happier life at harvest time if only she had that loader contraption workin’ on the place instead of a gang of lazy, grumblin’, smokin’, swearin’ help.”

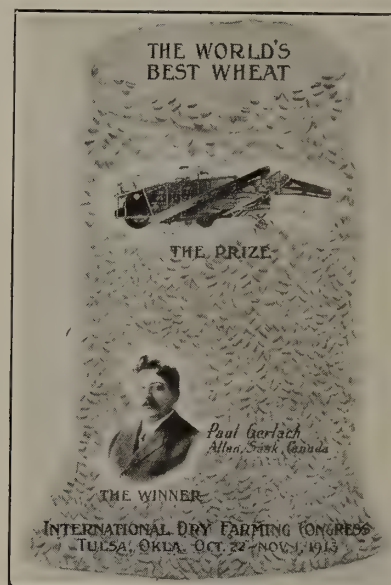
The dealer watched the two of them drive away up the street out onto the prairie, then he turned to his clerk.

“Bill,” said he, “woman’s jaw is a pretty tough proposition at

times; but if you only get them jawin’ the right way, I’ve always found it paid to let ‘em have plenty of rope. That woman talked horse sense, an’ its the kind of talk I wish there was more of. Its good dope for getting trade for us these hard times.”

The Triumph of Scientific Farming

Paul Gerlach, of Allan, Saskatchewan, who won the Rumely Separator at the Dry-Farming Congress at Tulsa, Oklahoma, gives an excellent illustration of the eventual success of scientific farming methods. His prize winning wheat was produced as the result of a deliberate effort to select his seed and handle his soil according to the very best teachings of agriculturists. His win-



The Man—his Product and his Prize.

ning bushel tipped the scales at 71 1-6 pounds. It was of the famous Marquis variety. Several years ago he got five pounds of seed direct from the Department of Agriculture at Ottawa, also five pounds from the same source from each of two neighbors. He sowed it in freshly broken sod land, and threshed it with a flail to avoid mixing. The next year he sowed it on summer-fallowed soil and culled it by hand, taking out any undesirable types of head.

In February, 1912, his wheat won the Provincial Championship, weighing 66½ pounds, scoring 96 points, ranking first in purity, and taking second in the milling list in its class. The next year he got second prize, his wheat scoring 94½ points, weighing 66 pounds and ranking highest in purity and milling in its own class.

After winning the championship in 1912, he selected a bushel of the best kernels, sowed them

in the garden, culled out the plants after heading and carefully saved the seed. It was the product from that seed, sowed at the rate of one bushel per acre on well cultivated fallow ground, that gave him the big prize.

He culled the standing wheat by hand, more for the sake of preventing any poor types in the 1914 crop, than to affect the quality of the exhibits he made this fall. He even went so far as to haul the bound grain into the barn soon after cutting in order to avoid bleaching of the wheat by the sun or rain.

He is a student of the Campbell soil culture system, and followed the prescribed methods as closely as he possibly could. While it is not practicable for any farmer to raise wheat for market with the same care as Mr. Gerlach bestowed upon the wheat that he was breeding up, it is a fact that any farmer who does his work as carefully is bound to be repaid, at least in a higher price for his seed and market grain, if not by winning such a prize as that offered by the Rumely Company.

New Sawyer-Massey Catalog

The Sawyer-Massey Company, Limited, of Hamilton, state that their new catalog of farm power machinery is now ready for distribution. Their catalog this year is a book of eighty-four pages, well illustrated and designed, and fully describes their line of steam and gas tractors, grain threshers and road-making machinery. The cover design, attractively printed in four colors, shows a threshing scene at noon time, and is rather unusual in that the back cover is a continuation of the front, so that when the book is fully opened, the whole scene, tractor, thresher and strawstack is shown at close range. The Sawyer-Massey company consider this catalog the best they have ever issued, both in subject matter and appearance, and will be glad to send a copy on request to anyone interested.

Gross Extravagance

Young Sandy returned home from the fair with a barometer which he had purchased and which he showed to his mother with much pride, explaining that it was “a machine for tellin’ when it’s gawn to rain.”

“Losh me!” exclaimed the good dame; “sic an extravagance. What for dae ye suppose a maircifu’ Providence gied yer feyther the rheumatism?”

Treat Your Trade To Faultless Binder Twine

That's what they want in harvest season when delays are costly and sometimes dangerous.

Make it a point to supply customers with a twine that's smooth, even and strong, a twine that never bunches or breaks. You'll satisfy them with

BRANTFORD Binder Twine

"The Twine that makes the Tie that Holds"

We GUARANTEE every ball of BRANTFORD BINDER TWINE because it is rigidly tested and inspected by our own special devices.

Our factory capacity has been increased this year by over 1,500 tons annually.

FOUR LENGTHS AND BRANDS

"Gilt Edge," 650 feet—Pure Manila

"Gold Leaf," 600 feet—Manila

"Silver Leaf," 550 feet—Standard Manila

"Maple Leaf," 500 feet—Standard

WRITE FOR OUR AGENCY PROPOSITION FOR YOUR TOWN.

Address inquiries to

John R. Firth, 35 Home Street, Winnipeg,

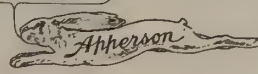
Representative for Manitoba and Saskatchewan.

The Cockshutt Plow Co., Ltd., Calgary,

Representative for Alberta and British Columbia.

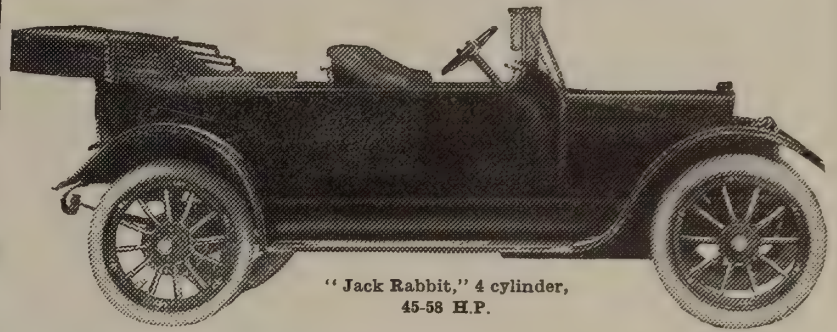
The Brantford Cordage Co. Ltd., Brantford, Ont.

I AM BUILT FOR SPEED
AND SERVICE



The
"Jack Rabbit"
Car

I HAVE THE GRACEFUL
LINES OF A THOROBBRED



"Jack Rabbit," 4 cylinder,
45-58 H.P.

THIS car was designed and built by Elmer Apperson, who built the first car ever constructed in America. That was twenty-one years ago!

Apperson Bros. have constantly and consistently improved their product, and today are the leaders in automobile construction in America.

Consider some of these High Class Features

A large, roomy body, with deep upholstery of genuine Turkish leather and curled hair, built on the most graceful and comfortable lines.

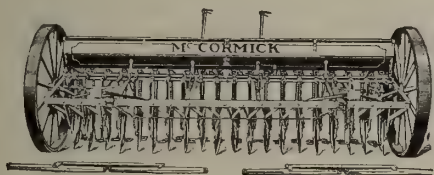
Mounted on a powerful chassis, with long wheel-base—120 inches; a 45-58 H.P., T-head, noiseless motor. Large wheels, 36 x 4. Moreover, we must include the electric starter and lighting system.

Write for Booklet "The Apperson Way," and get our Agency Contract for your district. There is money in it.



RABBIT AUTO SALES CO. Ltd.

108 Carleton Building, Winnipeg, Man.



Sow Satisfaction—Reap More Sales

A McCORMICK DRILL sold by you, running back and forth across your customers' fields, begins immediately to bring extra dollars into the pockets of not only the owner, but of yourself, the agent. That is the good influence that re-acts back on you from sales of

McCormick Drills

General principles, design, frame and detail construction are combined to best suit Canadian soil, Canadian farmers and Canadian horses—for practical use.

Practical ends in view led to the perfection in oiling system, adjustments, bearings, the design of the disks and shoes for correct drilling, the sagless frame and feed construction, etc., etc.

This is the time to think of the 1914 McCormick Drill agency. Drop a line to the nearest branch for particulars.

International Harvester Company of Canada, Ltd.

WESTERN BRANCH HOUSES

Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.
North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

Successful Threshing

Depends upon the Quality of the Belt

Every threshing outfit owner knows that fact. The wide-awake dealer, therefore, should handle the best belting that natural products and human skill can produce. The best belt is the cheapest in the end, whatever its cost. You have got **the Best**, and know that you will have no complaints regarding breakage or slipping, if you supply your trade with either

Lion Brand RUBBER BELTS

OR

Maple Leaf Endless Thresher Belts

The majority of the well-known thresher companies use our belts exclusively. They should, therefore, suit your trade.

Write for full particulars

Gutta Percha and Rubber Limited

WINNIPEG Not in any Trust or Combine CALGARY

Organized Effort—of a Kind

Originality in the community, as in the individual, is a thing to be commended—so long as it lies in the path of rectitude. During the last week of the old year, Aberdeen, Saskatchewan, a town located some thirty miles from Saskatoon, provided quite an original form of entertainment for the reading public. The farmers of that district, it is stated, banded themselves together, and formed a fund to pay the fines of any farmer in the community found guilty of beating up the collection agent for any implement company. Finally matters came to such a pass that several of the collectors refused to pursue their work, while several companies called their men back to Saskatoon.

In three days, Dec. 25, 26, 27, two collection agents were as-

saulted, in each case a fine of ten dollars and costs being imposed. Each time, it is alleged, the money was paid out of the general assault fund.

From the standpoint of a certain class of the public these reports are more humorous than serious, yet the fact remains that, under the laws of the Dominion, the formation of any "fine fund" is in actuality sedition, and as such can be dealt with by the authorities.

It is interesting in this connection to quote the following extract from the weekly report of the Saskatoon Board of Trade, under date of December 27:

"At Aberdeen, about thirty miles east of this City, the farmers are reported to have formed a fund for the payment of the fines of any of them who is arrested for beating up an implement collection agent. Several beatings-up have already taken place and others are expected to follow. The trouble is not so much with dealers in the ordinary farm implements without which one cannot farm, as with the tractor men who have sold a great many expensive engines for which they are now finding it somewhat difficult to collect, and are not reported to be any too generous in their treatment of creditors. There is no doubt, however, but that quite a number of farmers purchased tractors who from every standpoint, had no right whatever to do so. That there are faults on both sides is generally conceded."

Little comment is necessary regarding this condition of affairs. While agents may exist who endeavor to sell goods at any cost, the fact remains that no man with the necessary amount of brain required to farm successfully is compelled to buy goods beyond his actual necessities. Blaming it on to the "silver-tongued salesman" is ancient history, and a man should be mentally capable of knowing when he overbuys or he is not qualified to become a successful farmer. The collector is only a man performing the duties required of him by his com-

pany, and the personal animosity shown in such cases as are herein outlined is a case of misapplied vindictiveness. Organization is an excellent thing in any line of endeavor, but organized lawlessness is a thing that will benefit no community in Western Canada.

In comparison we could quote the analogy of the town dweller whose wife one week overstocked accidentally in her purchase of eggs and butter from the farmer who regularly brought these necessities to her door. Let us assume that she owed payment for one weekly supply, and that when the farmer called she not only refused to buy more but would not pay for what she had already received. Argument follows, and she drags forth her spouse instructing him to mutilate the features of the wronged son of the soil. Of course there is a considerable difference between the price of a tractor and that of a dozen eggs or a few pounds of butter, yet the procedure would raise ire in the hearts of the farming fraternity, even as the action of the farmers above-mentioned must do in the heart of every law-abiding and peaceful citizen.

money on a cheap engine, but I believe our cost accounting committee can show you that you do not. I don't care how cheap you sell an engine if you make money on it, and make a good reliable engine with good accessories and good weight to your casting. The point is this: I want you to make a good engine and I want you to make money through supplying good engines.

Headlines that Tell Tragedies

"Fire in the Rev. Mr. Yoakum's Dwelling, Loses All His Clothing, But Saves Barrel of Sermons."

"Unexpectedly Meets Sweetheart While Taking Bite Out of Plug of Tobacco; Match Believed to Be Broken Off."

"Roguish Little Boy Hides Wad of Chewing Gum in His Big Sister's Hair; She Misses Her Train for Boston."

"Knew How to Start the Motor Car, But Had Forgotten How to Stop It; Hospital Physicians Say All Will Recover."

"Tries to Shoot Tallow Candle Through Barn Door; Ruins Clothing of Bystander." — Chicago Tribune.

In Handling the Engine

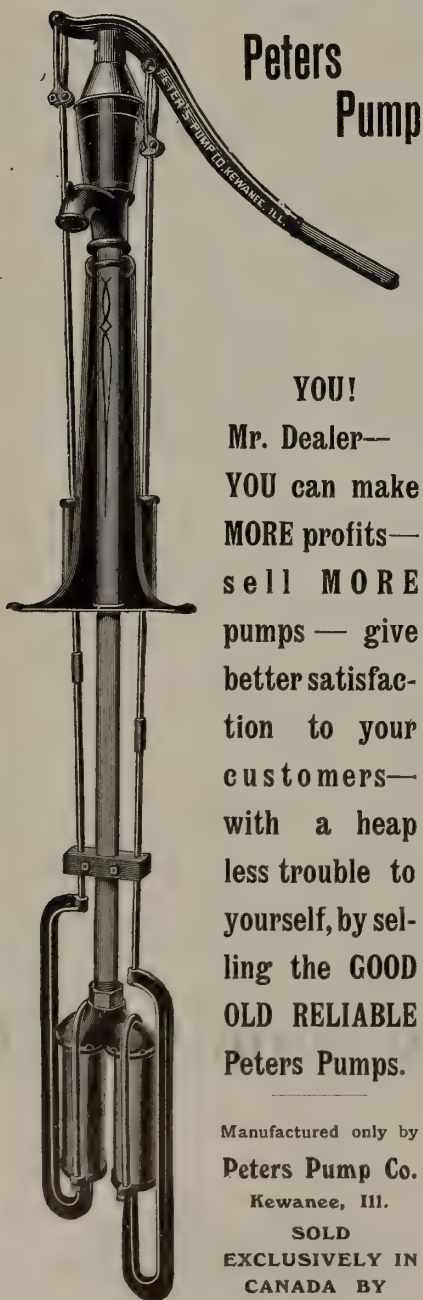
In an address at the convention of the National Gas Engine Association, held at Toledo, Ohio, some little time ago, Secretary Brate made some remarks that should afford food for thought to every dealer who handles engines. He said: "By saying that we should cut out the cheap competition engine, I don't mean to carry the idea that there is no field for a cheap engine. There is for a good, low-priced engine. But the idea of building an engine and selling it at cost price, or even below, is wrong. The great trouble with this cheap engine proposition is this: The user buys the cheapest engine because he knows nothing about a gas engine. He buys on price alone, at least the first one, and he may get so disgusted with the first one he never buys another. You (the manufacturer) make little, if any, profit on the engine, and it has lost you the sale of a better engine, on which you would have made a reasonable profit. If the cheapest engine on the market sold at \$50.00 there would be just as many sold, and you would make some money, the dealer would make some money, and the user would have a satisfactory engine. Some of you believe, and honestly, too, that you make

Displaying the Goods

No retailer can consider a line a failure, so far as sales are concerned, unless he gives the goods a proper chance by displaying them advantageously, and this is especially true with regard to commodities which are being placed before his trade for the first time. Sales may be lost on a great variety of articles simply because they are hidden away in a shadowy corner and are never placed where the eye of the customer can fall upon them. In a recent issue of Farm Implement News, a manufacturer in his advertisement quotes a story which should be a suggestion to every implement dealer.

A dealer was persuaded to give an order for a lot of metal stanchions. He cashed the bill and several months afterward wrote to the manufacturer that he had been unable to sell any of the goods and asked permission to return them. The salesman who had taken the order visited the dealer again and found that the stock of stanchions had been stored away in the rear of the dealer's warehouse and no display made. Upon the suggestion of the salesman twelve of the stanchions were placed near the door. Before night orders for thirteen had been taken. Within a short time the entire stock was disposed of and more ordered.

The Only Original



Peters Pump

YOU!

Mr. Dealer—
YOU can make
MORE profits—
sell MORE
pumps—give
better satisfaction to your
customers—
with a heap
less trouble to
yourself, by selling the GOOD
OLD RELIABLE
Peters Pumps.

Manufactured only by
Peters Pump Co.
Kewanee, Ill.
SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope Anderson Co., Ltd.

Winnipeg, Regina, Calgary, Saskatoon, Brandon, Swift Current, Yorkton, Lethbridge

FRAZER AXLE GREASE.



Not affected by Heat or Cold,
Highest Awards at Centennial, Paris
and World's Fair.

MANUFACTURED BY FRAZER LUBRICATOR CO.,

Factories: St. Louis, New York.

NICHOLSON AND BAIN, Agents,

WINNIPEG, MANITOBA.

The Falsehoods of Efficiency

In man or in machine efficiency is a thing that cannot be over-estimated, yet the word has been hackneyed and torn to pieces until it becomes an utter weariness to the ear. When deservedly applied it is excellent, but it has been used as a catch phrase until it is applied to ends far apart from the original quality of the term.

At the present day it is a most remarkable fact that we find the philanthropic capacity so widespread in the bosoms of humanity. We meet men who "want to put us wise to a good thing that will make bags of coin." We read countless advertisements that tell us how we can stay at home and, in twenty-four lessons, get a thorough education in any line of effort, in any profession, trade or calling. It does not matter whether it is raising hogs, building dynamos, or acquiring an unparalleled education in astronomy; they can teach you and turn you out in three months a thoroughly efficient hog raiser, electrical engineer or astronomer. Bless your heart, they'll quote you thousands of men who were butchers, bakers or candle stick makers, all of whom "by our system are now getting from \$200 to \$2,000 per month."

"Short cuts to business success," the very phrase is damnable. There is no royal road to learning, there is no short cut to success in business. Any man who has travelled the long, hard path that leads to responsibility and success in modern business knows only too well that experience gave him more than aught else. Experience, application, dogged perseverance—and, beyond all, work! These are spread over a lifetime, yet the modern apostles of business efficiency inform us that we can sit at home, follow our daily vocation, and "by our system of study" can become anything under the sun.

"If you can read and write we will train you." That's a large order however you look at it. It matters not how limited your knowledge and experience of the man, how deficient he may be in gray matter, he can, the efficiency fakir claims, be turned out in three or four months a man who can command a huge salary, and can step over the heads of men who have been a lifetime at the business.

The whole system of such

education is laughable if it were not so closely allied to a thorough-going graft. The man who has fought his way through life only grins and reads beyond such largely worded promises of condensed education, but what of the countless youths who, driven by their ambition, hasten to eke out what may have been a meagre education.

Genius does not lie beneath the hat band of every man. The majority of us, it is true, are at callings in which we will never be an outstanding success, but it is only the fatuous mouthings of the efficiency educator who would dare to argue that every man, whatever his talents, could be

made into aught different by merely following some, more or less useless, system of home instruction.

Could you, for instance, take a clerk in a wholesale fruit warehouse and, in so many lessons, transform him into a thoroughly "efficient" retail implement dealer. Or again, could you take the implement dealer and by any short course of instruction turn him into an "efficient" architect or boiler inspector. On the face of it the argument seems ludicrous.

Let us respect the achievements of the few men in any calling who have risen to eminence in the farm machinery or any other business. They laid a sure foundation by long business experience and by using their brains to apply every oppor-

tunity to their advancement in that line. They did not seek the aid of any half baked "efficiency experts" to help them succeed; they used the brains God gave them—and worked to attain their goal.

The high speed education system, like the "get-rich-quick" system in finance, may have its good points, but for the level-headed business man they are not easily discernible. The road of business success is a long upgrade, and hardly it is won. It is not a chute leading downwards from our feet whereby we can glide in a few moments to a position of prominence, trust and affluence.

The main difference between the rich and the poor is in value of time and money.



Can you sell more up-to-date Power Farming, Threshing and Hauling Machinery in 1914 than any other Dealer in your town?

Are you the Dealer who is most alive to the meaning of Tractor Farming?

We have a proposition for such a Dealer! Send at once for full particulars of what the Avery Contract will give that kind of a Dealer for 1914.

Boiled down it is this: The Sale of the Most Original and Most Complete Line of Power Farming, Threshing, and Hauling Machinery built.

Canadian Avery Company, Limited

WINNIPEG and REGINA

Successors to Haug Bros. & Nellermeoe Co., Ltd.

EVERY COMPANY, Manufacturers, PEORIA, ILLINOIS

Agricultural Engineers Convention

The seventh annual convention of the American Society of Agricultural Engineers, held in Chicago during the closing days of December was an unparalleled success. Prof. L. W. Chase, the president of the society presided and spoke at some length on the future scope of the society.

In suggesting where the society could do valuable work along the line of standardization, he mentioned in particular the standardizing of cultivator shovels, rake teeth and manure spreader aprons, as well as wagon wheels which come in for later discussion.

In closing, he pointed out that the work of the agricultural engineers was one of extension and education alone, and that it is not the part of the engineer to go out and intrude upon the realm of business.

The whole of the afternoon of the first day was devoted to the report of the Winnipeg Grain Cleaning Contest, held during the 1913 Exhibition. This report was presented by Prof. C. F. Chase, of the North Dakota Agricultural College.

The annual election of officials resulted as follows:

President, W. F. McGregor, Racine, Wis., J. I. Case T. M. Company.

First Vice-president, J. L. Mowry, St. Paul, Minn., University of Minnesota.

Second Vice-president, W. J. Brandon, Peoria, Ill., Avery Company.

Councilman to succeed J. T. Stewart, H. H. Musselman, East

Lansing, Mich., Michigan Agricultural College.

Secretary-treasurer, F. M. White, Madison, Wis., University of Wisconsin.

Nominating committee, P. S. Rose, Madison, Wis., American Thresherman, chairman; J. B. Bartholomew, Peoria, Ill., Avery Company; J. B. Davidson, Ames, Ia., Iowa State College.

An excellent paper on "Standardization of Wagon Construction" was given by E. E. Parsonage, secretary and manager of the John Deere Plow Co., Moline, Ill. The discussion following Mr. Parsonage's address was animated and covered the whole scope of wagon standardization. The society manifested a lively interest in the proposition to standardize wagons, and undoubtedly the efforts of the individual members will be directed toward co-operation with the manufacturers in that direction.

During the last day of the convention, considerable time was devoted to the importance of motor tests based upon the experience gained by the five which have been held in Winnipeg.

Agricultural Returns in Man- itoba for 1913.

The Department of Agriculture for Manitoba recently issued Bulletin 38, in which was reported the returns for 1913 on crops, livestock, etc.

In the grain crop 178,775,946 bushels were taken from 6,364,880 acres.

The yield of potatoes is 9,977,263 bushels from an area of 55,743

acres, and that of field roots 4,196,612 bushels from an area of 16,275 acres.

The total area occupied by fodder crops was 195,181 acres, yielding 398,964 tons. This included Brome and Rye Grass, Timothy, Clover, Alfalfa and Fodder Corn.

In the dairy products section the returns are particularly gratifying.

The quantity of butter marketed by farmers during the season of 1913 was 4,288,276 pounds and sold at an average price of 23.9 cents per pound, amounting to \$1,023,723.44. There were 3,929,622 pounds of creamery butter manufactured in the province during the same period, this sold at an average price of 27.5 cents, amounting to \$1,080,646.05. Cheese, milk sold as such, and sweet cream together, amounting to a value of \$1,311,880.48. The total value then of the dairy products is \$3,416,248.97.

The live stock in the province is as follows: Horses, 300,753; Cattle, 456,936; Sheep, 52,142; Pigs, 248,254; each department showing a large increase over 1912.

Turkeys, geese and chickens to the number of 1,034,712, were sold by Manitoba farmers during the year, while the land prepared for the crop of 1914 reaches a total of 2,882,171 acres, sub-divided as follows: Breaking, 155,942 acres; summer-fallowing, 1,144,405 acres; fall plowing, 1,581,824 acres. This condition of affairs should presage well for a good year in 1914.

Where there's a profit there's a pleasure.

An "M. T. M." Publication

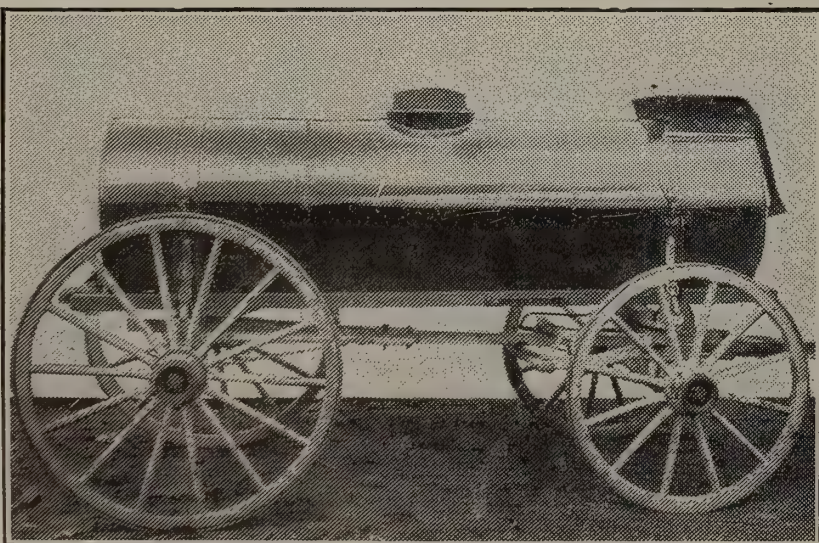
We recently received from the Minneapolis Threshing Machine Company, West Minneapolis, Minn., a most artistic little booklet entitled "Satisfaction." The name is singularly appropriate when we consider the contents, which are some forty pages of letters of appreciation from customers of the company, each praising in no uncertain manner the goods of The Great Minneapolis Line.

These letters, which are interspersed by a large number of very fine threshing and plowing views, come from all points of the compass, and are testimonials for the product of the company that assure the reader of the excellent merit of The Great Minneapolis Line. This concern made large additions to their factory during the year just ended, and by their aggressive and progressive methods should do a splendid business during 1914.

Commercial Candor

In these days it is refreshing to find commercial candor. A hardware firm, says a British daily paper, were badly in need of some hand cut files on order, and wrote the manufacturers to expedite delivery. By return of post they received the following rather naive reply:

"We much regret that owing to a breakdown of machinery, we are unable to deliver your esteemed order for hand-cut files this week." Evidently a good deal of "hand" work is now done by machinery.



Western Standard Oil and Gasoline Wagon Tank—Style B.

Steel Tanks that Sell!

We are Specialists in the construction of Steel Storage and Wagon Tanks, whether for Water, Oil or Gasoline. Our

Western Standard Tanks

are the last word in Sheet Steel Tank construction.

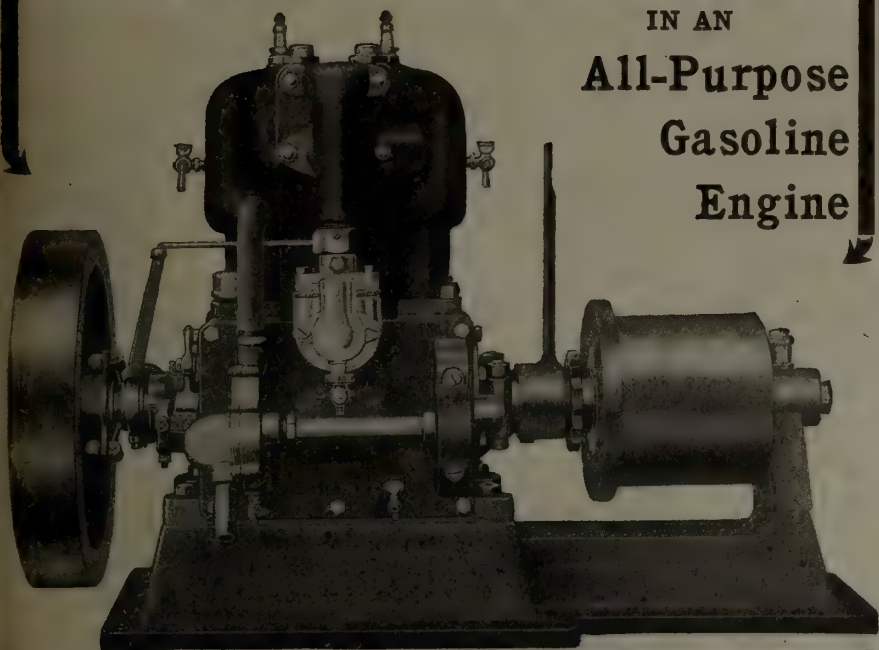
Our prices and discounts mean money to the dealer who handles our line.

Come and see us when in Town or write for our proposition to dealers.

RED RIVER METAL COMPANY, WINNIPEG 51-53 AIKINS STREET

LAST and BEST

IN AN
All-Purpose
Gasoline
Engine



6-8 H.P. 4 Cycle 2 Cylinder

Weight only 325 lbs. Speed 600 to 900 R.P.M.
Cylinder 4 x 4 inches. Power 4 to 8 H.P. Fly Wheel 14 x 4 in.

The remarkably light weight of this engine is obtainable only in this advanced type of construction. With its light weight it is the most compact and convenient engine to handle on the market. Its size adapts it perfectly to every kind of work on the farm. Length of base, 29½ inches; width, 8 inches and 12 inches; height of base, 4½ inches, to crank shaft, 8½ inches; total height 24 inches; shaft, 1½ inches.

Also built in special electric light type with double fly wheels. Regularly mounted on wooden skids: includes ignition system, etc., ready for operation. Magneto to order. Get our full specifications.

WRITE FOR DEALER'S PROPOSITION AND FULL PARTICULARS.

Cushman Motor Works of Canada, Ltd.

210 Chambers of Commerce, Winnipeg

**Deal in Deering Drills**

ARE you familiar with the manner in which the Deering Drill puts the seed in the ground—at the bottom of the furrow? It is well worth the close study of the agent, since putting the seed at the bottom of the furrow means so much to the farmer.

Seeding construction is the simplest known. Working up hill or down, with full or nearly empty hopper, with any kind of seed, the seed is deposited evenly, without bunching, in exact quantity desired, and without breaking kernels. A simple sliding of fluted wheels regulates the quantity. There are no unnecessary gears.

This is one of the many perfections in Deering Drills. It will interest and profit you to study them all. Adjustments, bearings, disks and shoes, oiling system, lightness of draught, the strong frame and capacious grain box, all are built for the easiest making of the best seed bed. The nearest branch house will give you information about the 1914 agency.

International Harvester Company of Canada, Ltd.

WESTERN BRANCH HOUSES

Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.
North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

**Is There a Better Known Plow?**

THIS much, in our opinion, is an absolute certainty—the addition of Oliver plows to your selling line will mean advance for you in the ways you want to go; it will bring you new business, less work to get still more business, and money profit.

Our opinion in this is merely the condensed opinion of Canadian farmers. They know and use Oliver plows, endorse and testify to their good construction and service.

Horse and Tractor Drawn Oliver Plows

are universally known and popular. That is why they sell so nearly automatically—as a well-oiled machine runs.

Oliver sulky, gang and tractor plows are all built with equal care, from tried designs, as near perfect in general and in detail as it is possible to make them. All are light running, built for long wear, seldom after years of service requiring adjustments.

A variety of features to be found in Oliver plows are explained in our catalogues. These features are what have made the Oliver plows famous and make it easy to convince the new customer.

There is room in your line for a feature implement. Take this moment to drop a line for particulars to the nearest branch house.



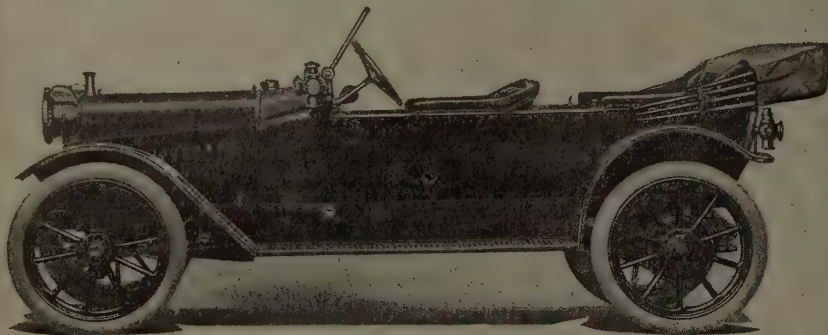
International Harvester Company of Canada, Ltd.

WESTERN BRANCH HOUSES

Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.;
Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

Hupmobile

"The Car of the Canadian Family"



"32" H.P. Touring Car or Roadster, \$1,230 f.o.b. Windsor, Canada
With Electrical Starter. Oversize Tires and other
Optional Equipment, \$1380 f.o.b. Windsor, Canada

The new Hupmobile brings to you, in its regular equipment, greatly increased value.

Though retaining its characteristic lines for the most part, these lines have been markedly refined, adding greater symmetry to what was originally the most beautiful car of its class.

The top has been made higher, giving more head room, but without disturbing the Hupmobile's fine proportions.

At a slightly added cost the Hupmobile may now be had with the Westinghouse two-unit electric starting and lighting system and independent magneto ignition, oversize tires and additional equipment, details explained in catalog. Ask for it.

We want you to inspect this car in the most critical—"show me"—fashion. We know that when you do so, you will agree with us that it is the best car of its class in the world.

Joseph Maw & Company, Ltd.

112-118 King Street Distributors for Western Canada **WINNIPEG**

Pleasure and Commercial Cars for Hupmobile, Paige-Detroit, Chalmers & Peerless



Our Double Disc Drill

Drills—Cultivators—Disc Harrows

The Dominion Engine

1½ to 26 H.P.

Uses Gasoline, Distillate or Kerosene

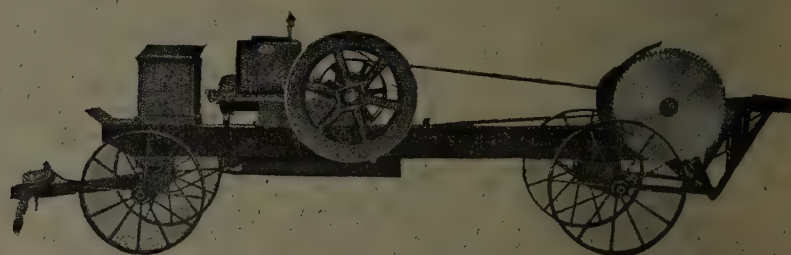
High Grade--High Power

We have an interesting Proposition for Agents. Write us.

THE NORTH AMERICAN MACHINERY CO.

Higgins Ave.

Winnipeg, Man.



This Machine Benefits Your Community



The value of any mechanism lies in its satisfactory operation. Read this Testimonial. It is one of hundreds which we have received from satisfied owners:

The Stewart Sheaf Loader Co.

Maple Bush, Saskatchewan, November 3rd, 1913.

Gentlemen: The Loader I purchased from you two years ago is giving perfect satisfaction. It does not shell as much grain as pitching by hand does, as it lifts the stook up bodily and it is carried up nice and easy, also picks up scattered grain between the stooks and cleans up the stooks better. I consider it an easy draught on four horses. I have had the same man with his own horses both years, and paying him the same as I was for stook teams. It saves me two teams and five men, which is a big item in the wages and board bill. Wishing the Stewart Sheaf Loader Co. every success I am,
Yours truly, **GEORGE SMITH.**

If you question that statement here are

A Few Reasons

It eliminates the annual harvest labor problem.

It saves its owner teams, time, men, money and grain.

It means that grain is marketed early—with the resulting speedy circulation of money.

It hustles the harvest and allows more fall plowing—greater acreages under cultivation.

It keeps the money saved by the above reasons in your district, thereby benefiting every phase of business.

It is claimed by hundreds of satisfied owners that it pays for itself in a single season.

Consider Its Efficiency

The Stewart Sheaf Loader pitches stooks quicker, better and cheaper than can the most skilled hand labor. It shells less grain, picks up all loose straw and works equally well whether the stooks are erect or twisted and down. Its construction combines strength, lightness and an unequalled capacity for hard usage. Its sale gains goodwill for the man who sells it.

Write for Full Particulars and Literature.

The Stewart Sheaf Loader Co., Ltd.

804 Trust and Loan Building, Winnipeg

CANADIAN FARM IMPLEMENTS

Vol. X., No. 2.

WINNIPEG, CANADA, FEBRUARY, 1914.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00
Per Copy, 10 cents



UNION BANK OF CANADA

Established 1865

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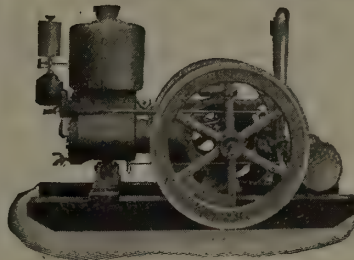
Head Office, Winnipeg

This Bank, having over 310 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

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Stickney Engines

ARE THE BEST



Write today for 1914 Contract

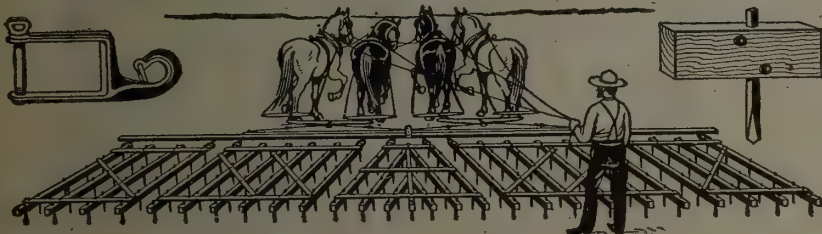
The new Stickney Engines have all the features that have made the Stickney Gasoline Engines the leading engine for farm work, and are now equipped with a kerosene carburetor which not only uses kerosene successfully, but operates on gasoline or gas more economically than other engines.

Stickney Light Tractors are made in 3 sizes.

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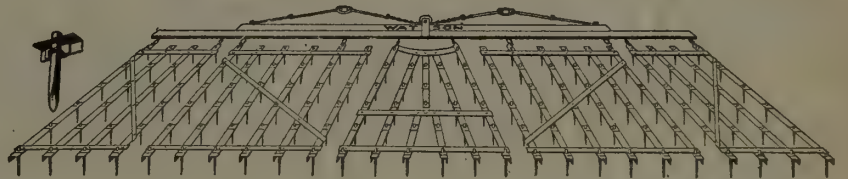
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WATSON'S are the Real "Boss" Harrows



WATSON'S BOSS WOOD HARROWS

These Harrows are made of seasoned hardwood. Each tooth securely set by two rivets. Fitted with malleable draw clevis. They are harrows of correct design, possessing exclusive features that make them easy sellers.



WATSON'S STEEL BOSS HARROW

Tooth bars are of angle steel, cross bars all channel steel. Teeth are held individually by steel wedges, are dagger shaped with the edges directly in line of draft. Are fitted with a pulley hitch eveners. Light draft—24 feet in width.

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THE LARGEST LINE

OF

GRINDERS

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In sizes to suit any power. These cuts show three classes.
54", for use on the Farm. Three sizes.

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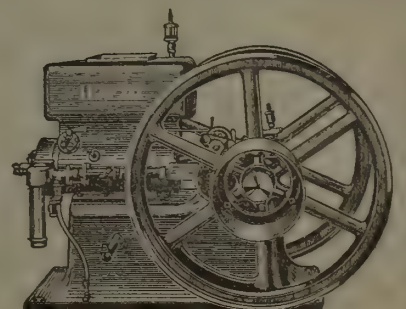
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Manufacturers of
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Windmills, Gas and Gasoline Engines, from 1½ h.p. to a 50 h.p. Tractor; Grain Grinders, Steel Pole and Wood Saws, Pumps, Tanks, Concrete Mixers, etc.



Information Cheerfully Given

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Canadian Airmotors



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Don't leave the reputation of your business to chance. Make it sure by handling Toronto Windmills, Chapman Gasoline Engines, Chapman Well Drills, Toronto Grinders, Pumps, Saw Frames and Saws, Water System Outfits.

These goods have won a name for themselves all over the Dominion. You cannot afford to be without them. Write the nearest branch house to have our representative call to see you.

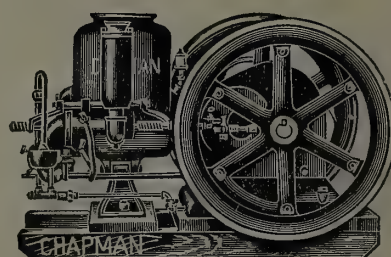
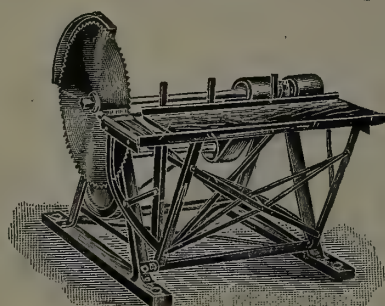
ONTARIO WIND ENGINE & PUMP CO., LIMITED

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FACTS worth thinking about!

**"Just as Good" as the
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The Popularity and Quality of our Goods has never been questioned.
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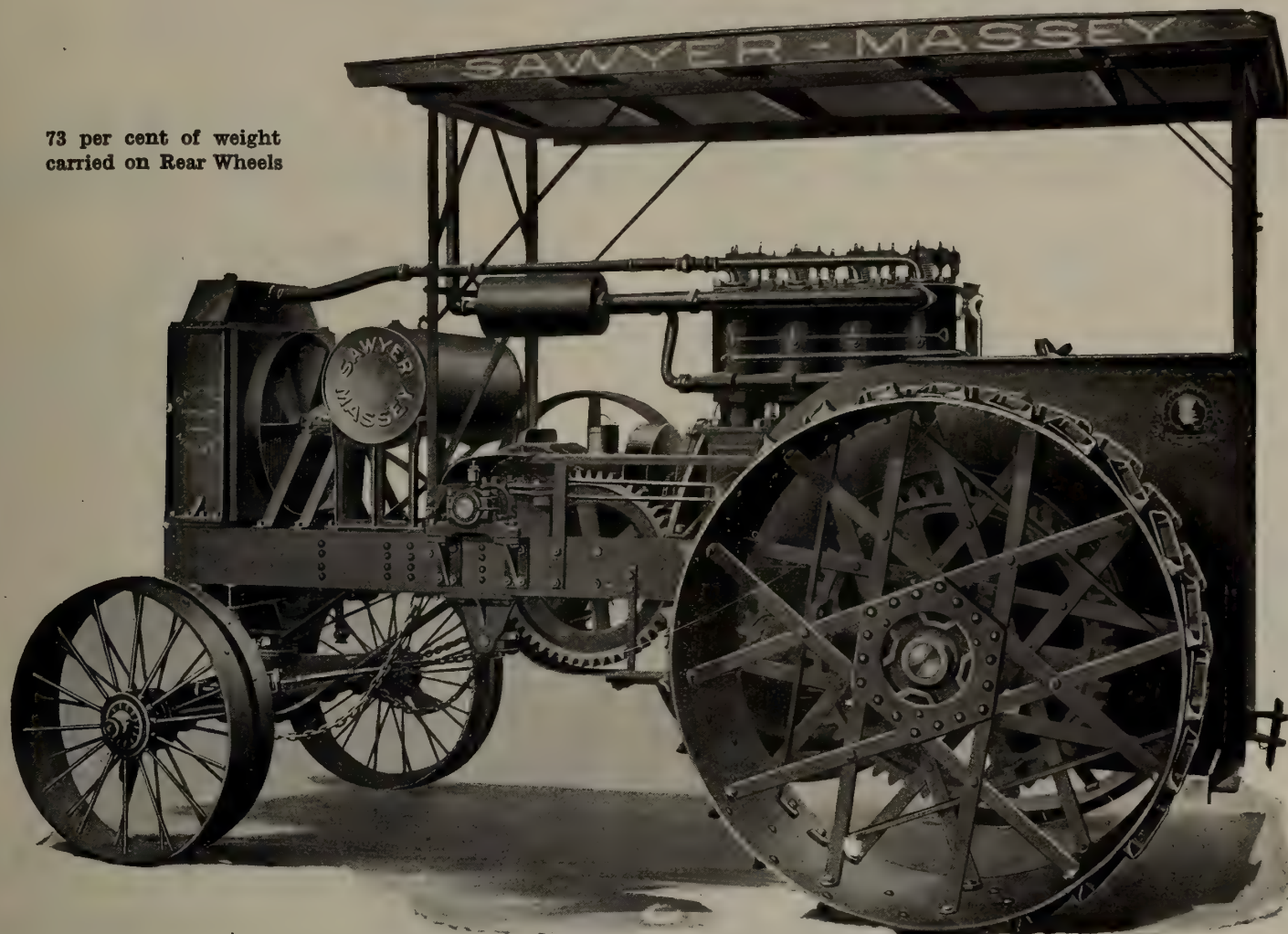
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The Premier Company

The Premier Goods

73 per cent of weight
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Sawyer-Massey Gas Tractor—Left View

25-45 Horse Power

The Premier Gas Tractor

The Sawyer-Massey Gold Medal Gas Tractor is the logical solution of the farm motive power problem. It proves its matchless efficiency and practical economy wherever used, regardless of conditions. In the most exacting contest of 1913—at Winnipeg—it demonstrated its worth, outclassing competitors by winning the first prize and the gold medal.

Strong, powerful, durable and reliable, correct in design, honestly built, under-rated rather than over-rated—the most desirable gas tractor for the farmer's use. Likewise it is the most desirable for the dealer, being easiest to sell, and insuring a pleased customer every time.

You are cordially invited to send for our new illustrated catalogue describing this tractor and other Sawyer-Massey Machinery. Foreign dealers are urged to write for our special proposition, one that should interest you. Now is the time to plan for spring business. Better write today.

Sawyer-Massey Company, Limited

Builders of Steam and Gas Tractors, Grain Threshers, and Road Making Machinery
Head Office and Factory - - - HAMILTON, CANADA.

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Increase Your Profits — and Prestige —



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"The Great Minneapolis Line"

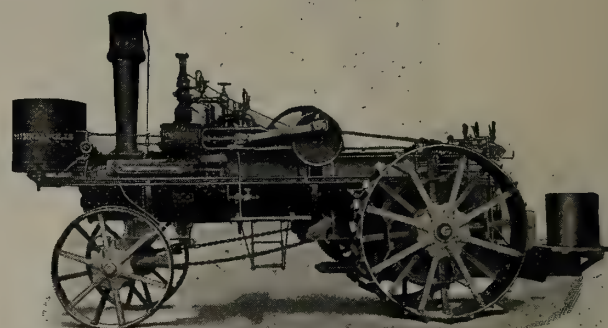
— THE LINE OF "SATISFACTION" —

Contracts now being written

1914

Contracts now being written

If you have not already secured the Agency for your territory better write us to-day.
To-morrow may be too late.

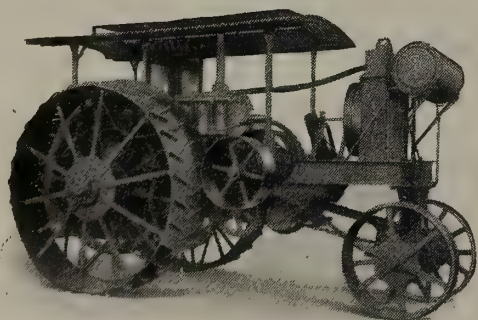


YOUR
INSPECTION
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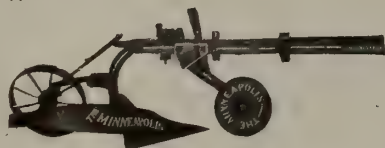
YOUR
COMPARISONS
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25 H.P.
4-Cylinder



Your
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Awaited

40 H.P.
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Reliable Dealers Wanted in
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The Minneapolis Threshing Machine Company
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REGINA

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**Heavy Work and
Rough Roads are the
Tests that have Proved
the Superiority of**



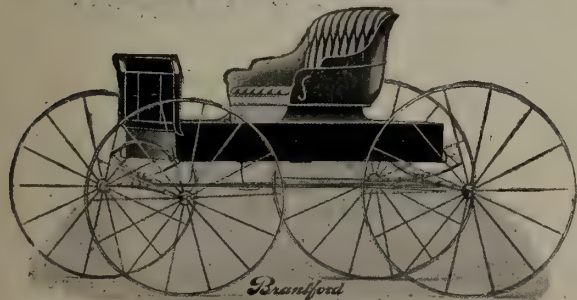
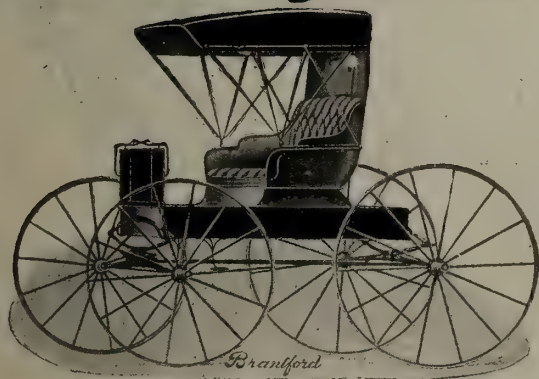
Adams' Wagons

Wagons look very much alike when new and covered with shining paint. It is the work that is done in the factory and the results of actual service that decides whether or not it is a good wagon--worthy of the Adams reputation. Adams wagons are looked upon as the highest standard, and they justify their reputation.

The patented truss used on the axles of Adams' Wagons, gives double carrying capacity, and is one of the outstanding features of superiority. It is the only practical truss ever used on a wagon, and is only found on Adams' Wagons. Here we illustrate the Adams Special Farm Wagon. It is made with Hardwood or Southern Pine bottoms. All wood parts are thoroughly soaked in Linseed Oil to make them more durable. All Adams' Wagons have rivetted wheels. The bottom of this wagon is well reinforced with seven heavy cross sills. The grain box and sides are properly braced, all parts fit perfectly and are grain proof.

No Dealer could possibly represent a finer line of wagons; if they are not already represented in your locality write us at once.

Brantford Carriages are built for Style and Long Service

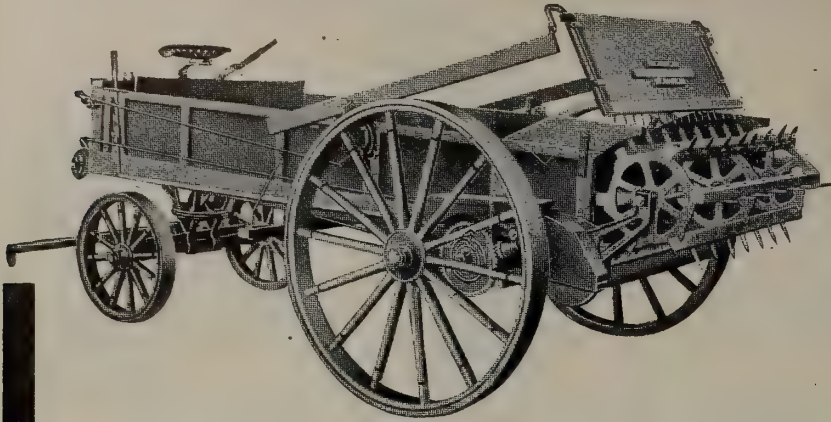


It is a wise man that profits by the experience of others; and if you sell Brantford Carriages to your customers they get a carriage that has won the endorsement of thousands of farmers and other users of carriages. This is the best and safest guide your customer can have in buying a carriage; choose from the line whose popularity has made it the greatest seller—that's the Brantford Line. Brantford Carriages are all that long experience, careful study, good materials, and high class workmanship can possibly make them. Every little item which would improve these carriages has received attention and the carriages we are selling have reached the highest point of efficiency in carriage service. So sure are we of these carriages giving satisfaction that each carriage is sold with a guarantee. Brantford Carriages are sold by Cockshutt Agents, if we are not now represented in your locality write to-day for our Agency proposition.

Cockshutt Plow Company, Limited

Western Branches: Winnipeg Regina Calgary Saskatoon

Distributing Points: Red Deer Lethbridge Edmonton Brandon Portage la Prairie



Read these Selling Points

One top dressing of manure applied with a Kemp Spreader immediately after seeding will result in an increase of from five to six bushels per acre.

The body is low hung, making it easy to load.

Careful construction, and reducing friction to a minimum, have made this "the light draft Spreader."

The teeth of the cylinder are so arranged, and of the size and length, to handle all the different grades and conditions of manure.

Because the teeth are wide and graded only one-third as many are necessary as on others; this reduces friction. The teeth are reversible, as one side wears dull the other wears sharp, thus always insuring a sharp edge.

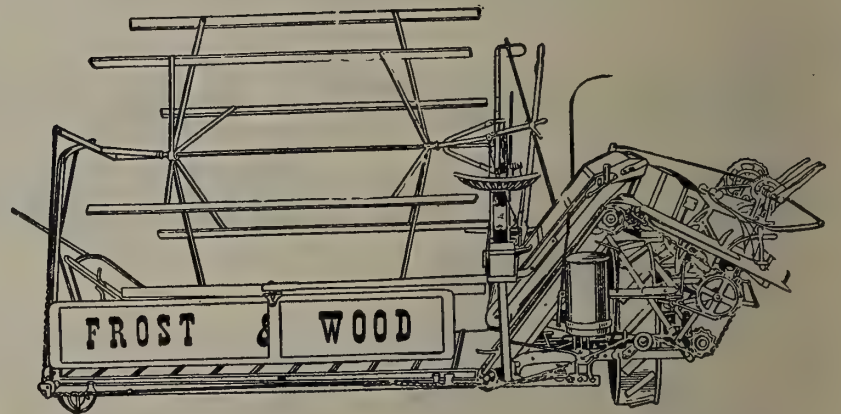
The Kemp pulverizes the manure, it cannot throw it out in chunks, just a steady even flow.

When the load is discharged, the apron is brought back into place by touching a foot trip; this is a time saver.

There will be a big Demand for Manure Spreaders this Spring!

Every Farmer must return plant food to his soil if he expects to continue taking crops from it. Barnyard manure is the best fertilizer that can be used, but for best results it must be spread properly. The farmers have learned this and we want you to tell them why the Kemp Manure Spreader does the most efficient work.

You can secure the Binder Trade in Your Locality by Handling the Frost & Wood Line



The unequalled reputation of Frost & Wood Binders for reliability, long service, and all round satisfaction, is established everywhere Binders are used, and it is an easy matter for Cockshutt Agents to make big sales.

Besides their reputation for long service, reliability, and light draft, Frost & Wood Binders have two strong exclusive features that give them a big advantage over all other binders; these features are:

The Eccentric Sprocket

Fast steady cutting and uniform draft result from the use of this long-spoke, short-stroke sprocket. There is no extra draft thrown on the horses when the bundle is being tied. The long spokes of the sprocket give great leverage and consequently a great gain of power when it is most needed—when the bundle is being tied. This is a strong feature found on no other binder.

The Force Feed Elevator

The three rollers in the top elevator make a force feed that handles all quantities and conditions of grain with equal ease. It instantly and automatically adapts itself to any change in the amount of grain to be elevated. It has every advantage of a floating elevator without any of the complications or disadvantages. It has all the simplicity and durability of the rigid elevator, but at the same time it handles light and heavy grain equally well. The force feed increases the capacity of the binder by insuring a steady feed of grain to the packers.

Cockshutt Plow Company, Limited

Western Branches: Winnipeg Regina Calgary Saskatoon

Distributing Points: Red Deer Lethbridge Edmonton Brandon Portage La Prairie

CANADIAN FARM IMPLEMENTS

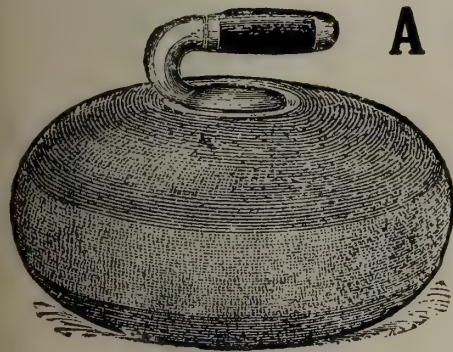
Vol. X., No. 2

WINNIPEG, CANADA, FEBRUARY, 1914.

SUBSCRIPTION PRICE IN CANADA { Per Year, 1.00
Per Copy, 10c.

A SIKH'S CONCEPTION OF CURLING

Quaint Description of the Roaring Game by a Hindu



The following letter is a translation of an epistle sent by Mir Khan, a Sikh from the Punjab Provinces of India, who, in his duties as a regimental servant, had followed his master—an officer in the Indian Army—to his home in Scotland. To one of Oriental extraction the game of curling is necessarily a more or less crazy proceeding, and the description which follows outlines the ideas of this soldier-servant on the subject.—Editor.

To my blood-brother, Lal Gunda, jemadar in the 14th Regiment of Sikhs, stationed at Darjeeling, Greeting: My brother, thou knowest that when I left thee in the monsoon season, proceeding with the Colonel Sahib to the home of his fathers, which lieth in the north of the island wherein rules the Great White King. I swore to thee, on the beard of our father and by the blood ties that binds thou and I, that I would write unto thee of this land and the dwellers therein. Thou knowest, likewise, Lal Gunda, that I have no need of any man to write my speech, by reason of the learning which thou and I gained under the Instructor-Sahib when the regiment lay at Quettah. Were I an ignorant dog of a Bengali, peradventure I could not write—But thou and I are of the Sikhs!

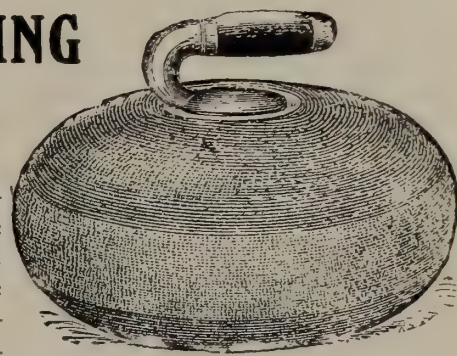
We left Bombay, the Colonel Sahib and I, coming upon a smoke ship (steamer) across the vast waters that now lie between thee and I, O my brother. The journey was good, albeit that the waters tossed the ship hither and thither so that I was exceeding

sick in my stomach, praying to the Prophet and Allah that I be gathered to the bosom of our ancestors—whereat the Colonel Sahib but scoffed, saying that I was "seesick"—which meaneth thou knowest not what.

In the fullness of time we reached this country of cold and fog, and when the Colonel Sahib had reported to those in power, who dwell in a vast city, called London, we went by the steam carriage (as in India) to this northern land of Scotland—where dwell the mother and sisters of the Colonel Sahib, and where are the tombs of his forefathers—

raw boned, strong of limb as befits a race of hill dwellers (for the land is exceeding mountainous). To look upon the women be good, sturdy mothers of a race—but, O, my brother, they go unashamed with unveiled faces, and they order the warriors—even my Colonel Sahib—who but laugh and do their bidding, which is unseemly in a warrior.

In this land there is much snow and grievous winds, and, unless it be an order, I charge thee, Lal Gunda, to come not to this land for it is cold, cold, having a coldness that freezeth the marrow in the very bones of a



I desire that after the evening meal, when the rifles have been cleaned, thou wilt tell what I say hereafter to the jemadars and subadars of the regiment, that the knowledge may abide with them that the men of Our house be great warriors, and have travelled far and seen many strange sights. If one but thinketh what I say of this game of "Kurleen" be a lie—jam thou his beard down his gullet, for I swear by the beard of the Prophet that these words be true.

Rememberest thou, Lal Gunda, the days of the goodly warfare we had in the passes beyond the Border, when we rolled down smooth, round stones on the accursed heads of the Zakka-Khels as we trapped them in the gorges, even as rats are trapped in a grain bin! Know, then, that even with such stones they play this mad game of Kurleen; why I know not, except it be that they are all very mad, and therefore afflicted by the devils that abide in the stones.

They take the stones to an ice place that lieth among trees, and all the land around is thick with snow, and the wind is as a Pathan's knife twisted in the belly. It is not for me—a soldier and one of the blood of Our house—to stay in the cantonment when the Colonel Sahib goeth forth; have I not sworn on the sword hilt to serve him and be his body-guard, wherefore it be upon my



"First one man and then another man pushed the Stone Devils adown the face of the Ice."

God rest their souls, for being of his blood they had been brave men and strong in smiting the enemies of the Great White King and his fathers.

Know then, O my brother, that this is a strange land, this Scotland; stranger than any land thou and I have seen in any of the campaigns to the North and East. The men and women be big and

true believer. I have wrapped (both day and night) my winter cloak around me—even as did we in the hill wars—yet am I as cold as the tombs of the dead who lie asleep in the eternal snows.

But this breed, the dwellers in Scotland, heed not the cold, although all the waters are solid as glass, being what they call "ice," and that, alas, is very cold!

head if he be slain by the devils who abide in the stones that I spake of. Know, then, that I follow them, with the stones and stone devils, to the place of ice, although, brother, I had rather be in Eblis (Hell) so cold it is. I shake as one with the death fever of cholera, but the Sahibs are red in the face and lusty, loving the game as a man loveth a fair maiden he desireth.

On the place of ice they take the stones, they being a squad of twelve or more, of whom two be officers, the rank being called "Skeep"—and these men make the greatest noise! They divide themselves into companies, even as did our regiment upon parade ground, and each man bears in his hand a bunch of twigs and a stick, which greatly I marvelled the reason of. Howbeit I abided in patience, and watched.

First one man and then the other man pushed the stone devils adown the face of the ice—for know, brother, that it be smooth as pottery, even as glass from the glassmakers of Benares. As they push the stones they yell—never have I heard such a yelling!

Dost thou recollect, Lal Gunda, the night when thou and I charged up the slopes at Dargai, along with the blood-mad women-soldiers (Highlanders). O, hé, t'was a great killing; my bayonet arm ached when the recall sounded! Even as we yelled on that night so yell they at the game of "Kurleen," only more loudly! As the stone devils sweep along the ice face they run and brush the way smooth for them, clearing their path as the accursed dogs of Bengalis clear the path of the sacred bullock upon their feast days.

The stone devils go to rest—

one by another—when their strength be done, then do the men, and the Colonel Sahib, all speak loudly and at once, using words whereof I know not the meaning, measuring the spaces between the stone devils, from one devil to another, and from a chief devil in the centre.

So they go on, day after day, going forth in the wind and the cold, unclad save for woollen

When the light faileth and the cold getteth so intense that I could cry out but that I am of the Punjab and a Sikh, they stop the game, coming back to the house of the mother and sisters of the Colonel Sahib, who be great mem-sahibs, (ladies) in this land, where they sit together with loud laughter, asking me to mix them pegs (whiskies) as I did, thou knowest, in the club at Simla. In

of the Sikhs seen, even from Bombay to the Hills. Fever madness, love madness, the madness that followeth a man accursed by devils, all these thou and I hast seen, Lal Gunda, but this madness of Kuleen is the strangest men may suffer, it being that they strive not against the stone devils, but go before them with sticks and twigs, yet slaying them not.

Allah grant that soon the Colonel Sahib leaves this country where abide these devils, returning to duty, else shall I be dead with the cold and winds. My greetings give ye to Akbar Singh, and Prag Tewarri, the subadar. May Allah keep they arm strong and thy sight true until my return to the land of our fathers—Mir Khan, Achanalt, Scotland.

Quite Simple!

Inexperienced Member to Venerable Skip—"What's a pat-lid, Mr. Macpherson?"

Skip—"Day ye no sae, ye gowk? Ye ding yer stane cannily, but nae sae fine as tae hog it. Nae halfin' fleg, nor jinkin' turn, ye ken, but tentily, that it aye gangs snoovin' straucht as an elder's walk, hog-smotherin' amang the guairds till ye fa' on this verra tee. When ye've dune that, laddie y've made a pat-lid, an' ye may bear th' gree.

A Questionable Quality

She had refused him, and he was "all in."

"Reconsider, Annie," he begged. "If you don't I'll blow my brains out."

"Huh," said Annie, "that would be a good joke on Father, for he thinks you haven't any."



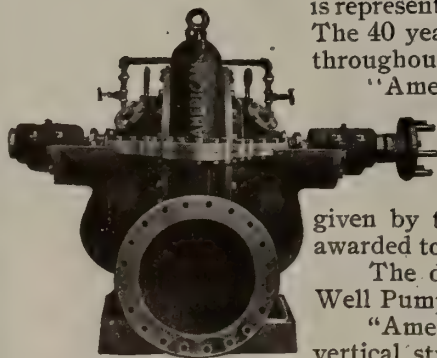
"In this Land there is much Snow. . ."

helmets upon their heads, which be called "Tamshanters." The stone devils they keep in a box, locking them up so that they get not forth to do harm, but the twigs, which be named "besums," they take with them to the camps. I know not why, but they be unafraid of the stone devils, although smitten by so grievous a madness at their hands, and the one and the other will pat a stone devil, saying "Bonistane," whatever that meaneth, although perchance it may be a prayer to pacify the devils.

this, brother, I can say without pride that I have a cunning hand. Every day they play this Kurleen, they go not forth to hunt pig or tiger, they play not polo (which is a game for all good warriors) but chase and throw these round stone devils on the face of the solid water.

Wherefore, Lal Gunda, I charge thee to make known to the jemadars and subadars (under officers of native regiments—Ed.) these things whereof I have seen and write concerning, for no such madness has the oldest warriors

THE STANDARD BY WHICH OTHERS ARE JUDGED



is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness.

"American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

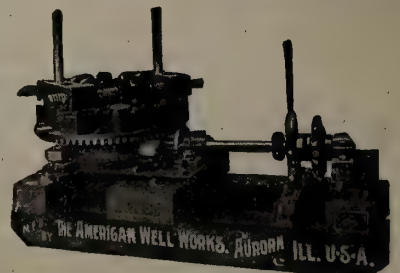
The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

Agents Wanted in all unoccupied territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, ILL., U.S.A. Chicago Office, First National Bank Building



New Advertising Manager for Rumely Co.

On January 1st, J. B. Benson succeeded L. W. Ellis as Advertising Manager of the M. Rumely Co., La Porte, Indiana. Mr. Ellis, as we reported in a past issue, has been appointed to an important position with the Holt Manufacturing Co., of Stockton, Cal.

J. B. Benson
Advertising Manager
M. Rumely Co.

Mr. Benson was formerly advertising manager of J. & J. Drysdale & Co., of Buenos Aires, Argentina, Rumely Agents in that country for the Advance line of threshing machinery. Leaving South America Mr. Benson became associated with Colliers Weekly, subsequently becoming connected with the Rumely organization in April, 1913. We feel sure that with his wide experience in advertising he will prove a valuable asset to the Rumely corporation, and will prove a worthy successor to Mr. Ellis who was a hard man to equal in the business of implement advertising.

The Manitoba Winter Fair

This year the Manitoba Winter Fair and Fat Stock Show will be held in Brandon, on March 2 to 6 inclusive. Over \$12,000 is offered in premiums for horses, beef cattle, sheep, swine, poultry and seed grain, and in addition to the cash prizes there are a number of valuable prizes in kind, including two land packers valued at \$135 each. One of these implements goes for the best team of farm horses, the other for a group of three beef steers. The poultry list is the best ever issued in Canada, showing that the Brandon Winter Fair is doing good work in promoting the poultry

industry in the West, and in this respect the agricultural communities seem now to realize the value of poultry breeding. In the cities we most vividly realize the spending power of a dollar when we try to stretch it around two dozen strictly fresh eggs!

In the seed grain section over \$1,200 is offered in which are included three special prizes of \$100 each, three of \$50 each, and three of \$20 each for Marquis wheat. Those of our readers who have good stock, poultry or seed grain should assuredly get a copy of this comprehensive list, which will be willingly supplied by W. I. Smale, Brandon, the genial secretary and manager of the Winter Fair.

The railroads give single fare rates from all points in Manitoba, and from Saskatchewan points as far West as Swift Current. The unanimous opinion of the crowds who attended the Winter Fair last year was that it was unsurpassed by anything in Canada, and we feel sure that the 1914 Fair will eclipse that of last year in every particular. There is little doubt that many of our readers will make a point of visiting Brandon during this important annual event.

A Handsome Calendar

We recently received a very fine calendar from our old friends T. J. Trapp & Co., New Westminster, B.C. The production is an excellent example of high class lithography, being a rustic scene by a typical Old English mill lade with a mother and little girl in the foreground. The theme is excellent and the calendar should form a tasteful adjunct to the homes of the many customers of this well-known implement and machinery concern.

Case T. M. Co. Elects Officials

At the monthly meeting of the board of directors of the J. I. Case Threshing Machine Company held recently, F. Lee Norton was advanced to the position of vice-president, Warren J. Davis was

elected treasurer and William F. Sawyer, assistant secretary to fill the position made vacant by the resignation of Mrs. O. Z. Olin.

A complete list of the executive officers of the company is as follows:

Frank K. Bull, president; Frederick Robinson, vice-president; F. Lee Norton, vice-president; Richard T. Robinson, secretary; Stephen Bull, assistant secretary; William F. Sawyer, assistant secretary; Warren J. Davis, treasurer; R. P. Howell, assistant treasurer; C. J. Farney, assistant treasurer.

Short Courses at M. A. C.

From February 16 to 20, the Manitoba Agricultural College holds its short course for farmers running contemporaneously with the Agricultural Societies Convention, February 18 to 20, and the prize list of the Provincial Seed Grain Exhibition, February 17 to 20. The past has fully proven the value of these conventions, and it is expected that a greater attendance than ever before will take place this year. The short course for farmers, which is free, covers a series of lectures and demonstrations on such important points as: Animal Husbandry, Field Husbandry, Agricultural Engineering, Dairy and Poultry Work, Veterinary Science, Horticulture, the different lectures and addresses covering a wide variety of subjects.

The Annual Convention of Manitoba Agricultural Societies, and the Provincial Seed Grain Exhibition provide a series of interesting addresses and discussions by such well-known men as J. H. Grisdale, Prof. S. A. Bedford, and Hon. Geo. Lawrence, Minister of Agriculture. The program, covering the entire features in all three conventions, can be had free upon application to E. Ward Jones, Superintendent of Extension Work, Manitoba Agricultural College, and we would advise all who can to attend these meetings.

Prison Twine Prices in 1914

Binder twine prices for the season of 1914 at the Minnesota state prison were announced January 2 by Warden Henry Wolfer, as follows:

Standard, 500 feet to the pound, 7¾ cents a pound; sisal (white), 500 feet to the pound, 7¾ cents a pound; standard manila, 550 feet to the pound, 9 cents a pound; manila, 600 feet to the pound, 10 cents a pound; pure manila, 650 feet to the pound, 11 cents a pound, all f. o. b. Stillwater.

The price of sisal and standard is cut one-half cent below last year's price. The prices on the other three grades are the same.

A discount allowance is given, ranging from ⅛ to ½ cent a pound; ⅛ of a cent on not less than 3,000 pounds, ¼ of a cent a pound on all orders of not less than 10,000 pounds, and ½ of a cent a pound discount on carload orders.

"What will the 1914 business be?" you ask. Well, that depends largely upon you.



You can recommend our

Fence and Gates

with thorough confidence. There is not a better and stronger Fence made in Canada. It is manufactured from the heaviest and best galvanized wire, every rod of which we guarantee.

Write for our Price List and Illustrated Catalog and see for yourself.

THE
Great West Wire Fence Co.
LIMITED

76-82 Lombard Street, Winnipeg

Distributing Agencies:
Edmonton Alta.: Race, Hunt & Giddy
Calgary, Alta.: Reynolds & Jackson

"ASPINWALL" — Absolutely — CUTTERS-PLANTERS SPRAYERS
POTATO — the Best — DIGGERS SORTERS
MACHINERY
Aspinwall Manufacturing Company
WORLD'S OLDEST AND LARGEST MAKERS OF POTATO MACHINERY | GUELPH, ONTARIO, CANADA.

Skimming High Testing Cream

When a dairyman has his choice of shipping low testing or high testing cream, it is generally best to choose the high testing because of the more skim-milk left on the farm and the saving in freight charges. Any standard separator should skim accurately whether the cream screw is turned to run out a 20 or a 40 per cent cream.

The value of the skim-milk saved is no small item. If 300 pounds of 4 per cent milk is skimmed into a 20 per cent cream, the farmer will be selling 12 pounds of butter-fat and 48 pounds of skim-milk. If the same milk is skimmed into a 40 per cent cream, he will be selling the same amount of butter-fat, but only 18 pounds of skim-milk, leaving him 30 pounds of skim-milk for feeding on the farm. This can be turned into property by feeding to hogs or calves and in a year will amount to quite an item.

The transportation charges of the smaller weight should be considerably less, whether it is hauled to the creamery or sold to the city trade.

Thick cream can be kept sweet longer than thin cream, which is

another advantage worth considering. Sour milk producing bacteria attack only the milk serum and naturally the less proportion of this to the butter-fat, the less likely the cream will be to sour. This will make it more desirable for the dealers as well as the producers.

Most farmers who make butter at home skim too thin a cream for best results. What is lost in the skim-milk will be saved in the butter-milk, but thin cream will not make so good a butter as thick cream. It is difficult to ripen low-testing cream properly in hot weather or to keep it so long a time for churning. If thick cream will not fall in the churn, it may be diluted with cold water to the proper consistency which will overcome all difficulties in churning a thick cream. As a general rule, however, a thick cream will churn better than thin cream.—L. J. Haynes.

Making Condensed Milk

Fresh milk is evaporated in vacuum. To the sweetened varieties about 12 per cent of cane sugar is added. When the milk is concentrated to 1-3 or $\frac{1}{4}$ of its volume it is placed in tins which are closed by soldering. Con-

tents of such cans will keep good for an indefinite time. Milk condensed without the addition of sugar does not keep nearly so well. By a Danish process, condensed milk is produced by forcing fresh milk under pressure through one or more colloidal filters, fat and casein remain behind, while sugar and salts pass through in solution. The filtered substance is concentrated by evaporation and the fat and casein mixed in. This process is supposed to give a product of superior color. An ingenious German method is to pour the milk slowly on to a revolving refrigerator which revolves so rapidly that only the ice formed from the water of the milk remains on the cylinder, the other constituents being thrown off by the centrifugal force into a receiver from which it is collected as condensed milk.

A Hint for Separator Sellers

The rate of speed at which the farm separator is run often determines in a large measure the profit from the cream, for a little waste here means a great loss in the monthly cream check. It is pretty hard to keep a line on how you are running the machine unless you have some system of counting. The speedometer has its place on the automobile—why shouldn't it have a place on the farm separator? The automobile is used for pleasure and business; the separator is used for business alone.

Military Dairy Farms

The military dairy farms in India are now furnishing interesting illustrations of what may be done to get a supply of wholesome milk. Every regiment in the British Army in India has its own dairy farm from which milk, cream and butter are supplied not only to officers and soldiers of the army but also to their families. The cows are carefully selected and kept in clean surroundings, and persons experienced in sanitary dairying are in charge. There has been a considerable outlay on buildings and dairy machinery. The products are delivered in army wagons in which soldiers are always on guard duty, in order to prevent irresponsible native drivers from stealing or adulterating the milk.

These military dairy farms, together with the practice of inoculation, have undoubtedly been the means of greatly lessening the prevalence of typhoid or

enteric fever among officers, soldiers and their families. Among the European troops the sick rate for typhoid or enteric fever has dropped from 20 per 1,000 in 1863 to 2 per 1,000 in 1912, and the death rate from 5.6 per 1,000 in 1863 to 0.4 per 1,000 in 1912. There have also been great reduction recently in the sickness and mortality from cholera, dysentery and other diseases contracted through impurities in food and drink.

R. A. Lister Co. in New Premises

The well known concern, R. A. Lister & Co., Winnipeg, recently removed their Winnipeg headquarters to larger and more convenient premises in the Galt Building, which is situated at the corner of Princess Street and Bannatyne Avenue, Winnipeg.

This enterprising concern have added some new lines for the coming season, and the list of their goods will include the following: Melotte Cream Separators; Lister Gasoline Engines; Canuck Gasoline Engines; Bamford Grain Grinders; Pumps of all descriptions; Thresher belting and sanitary closets, also the widely known Lister-Bruston Automatic Electric Lighting Plants.

The company state that there are over 1,250,000 Melotte Cream Separators in use, 60,000 of these being in Canada; a thousand Lister-Bruston Automatic Electric Light plants; five thousand Lister Gasoline Engines, and 250,000 Bamford Grinders. The "Canuck" Engine is new to Western Canada, but in other markets it is said to have thoroughly proven its reliability, therefore should become a favorite in the West.

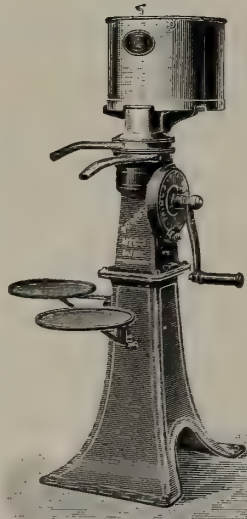
Installed in their new and commodious premises we feel sure that the R. A. Lister Co. will greatly benefit by an excellent business during 1914.

A New Wagon Feature

E. W. Knapp, St. Paul, Minn., has recently been granted a patent for a device intended as a clutch reach, which, it is claimed, enables one to get a straight line pull in turning a wagon, also permitting turning in a very restricted space. The device consists of a clutch on the reach and a circle around the bolster of an ordinary reach wagon. Mr. Knapp claims the new invention can be adapted to any wagon at a very low cost, and hopes to interest the large wagon manufacturers in his patent.

The "Primus" Separator

Leads in Simplicity and Effectiveness



The 58-Gallon "Primus."

THE BOWL: Quickly and easily cleaned, hygienic, simple in construction — no breakable parts.

THE DRIVING GEAR: Easy running, strong, durable and compact.

THE FRAME: Dust proof, neat, light and graceful while solid and firm.

THE "PRIMUS" bowl consists of only five parts, the main part—the skimmer—being different from that of any other separator. Made in one piece it can be cleaned in a few moments.

There is no dirt collecting system of plates and discs with joints or cracks, simply 12 vertically placed plates that radiate spirally from a central hollow core. Their natural centrifugal design provides perfect separation. The "PRIMUS" is both a separator and a milk and cream cleanser. Only six bearings and two gears—the "PRIMUS" is the ACME OF EASE IN RUNNING.

CAPACITY OF DIFFERENT SIZES IN GALLONS PER HOUR.

"PRIMUS" HAND TYPE: 20, 25, 30, 35, 47, 58, 69 and 80.

"PRIMUS" POWER DRIVEN: 35, 47, 58, 69 and 80.

CANADIAN AGENTS WANTED

Write for our complete Catalogue and Information

A/B B. A. Hjorth & Co.

STOCKHOLM, 172

SWEDEN

Foam on Milk.

Milk pumps, separators, and pasteurizers with revolving dashers are the usual cause of foam on milk, and it is the skim milk that usually bothers most in this respect.

We cannot always prevent foam, but we can frequently employ means of lessening the amount, says the N. Y. Produce Review. The higher the acidity of milk the more easily the air is incorporated, hence efforts to secure sweeter milk may help some.

When using pasteurizers or heaters with revolving dashers do not revolve the dashers faster than necessary. When using a pump be sure that enough milk is at hand in the feed to prevent the pump sucking air. It has been recommended that if, when pumping milk, the standpipe is narrowed at some point between pump and vat so that the milk is compressed somewhat considerable air will be expelled.

To kill the foam after it has been created a number of appliances have been manufactured, chiefly in Europe where the practice of pasteurizing skim milk is more general than among creameries in this country. Some years ago the Minnesota State Dairy Commission recommended the following plan of killing foam on pasteurized skim milk in a circular sent out to creameries in that state:

Set up an old box churn or similar tank with the manhole on the side. Let the milk supply pipe enter from the top into a tee in which the exhaust pipe enters from the side. Make the outlet the larger and thus make the milk splutter. Milk is drawn from the bottom and overflow is arranged near the top.

To rid the skim milk tank of foam a large sprinkling pot full of cold water is a great convenience.

Conserving The World's Coal

Science has proved that to obtain the fullest value from coal it must no longer be tolerated as a fuel, the raw product being burned on grates for its heat value only. Coal, as all engineers are aware, contains a number of by-products which in themselves are valuable, and which may be removed by distillation. Scientists contend that such treatment should be concentrated at the mines, so that the transportation of raw coal could be minimized

and the energy transmitted in the form of gas or electricity.

Recent argument, before the British Association for the Advancement of Science, brought forth some new modes of coal treatment at the pit head. One professor suggested that after separation the tar is subjected to fractional distillation to obtain from it the various oils, and the gas unpurified from sulphur is supplied directly to a gas engine for the generation of electricity. The exhaust gases from the engine are treated in conjunction with liquor from the ammonia plant and the nitrogen and sulphur of the raw fuel recovered in the form of ammonium sulphate.

Another scientist went so far as to suggest that the use of raw coal for heating purposes be rendered illegal. All coal would then

be subjected to destructive distillation and the maximum quantity of by-products would be recovered. The methods of burning the gas would also need reform and Professor Bone's flameless combustion might be expected to receive extended application.

While today these refinements seem visionary, all of them might be practically applied. Utilizing our present resources so as to obtain the maximum value from them is true conservatism.

Testing Engine Cylinders

It frequently happens that a four-cylinder engine will fire regularly on three cylinders and miss constantly on the fourth when the spark shows strong on a test.

There are several reasons that could cause this, one of which may be a sand hole in the intake manifold or a leak in the gasket where the manifold is attached to the cylinder. Then, again, a sticking valve in the cylinder would cause the trouble. All the valves in a motor will seat themselves when cranking the engine over, but as soon as it attains a certain speed, one of the valves may stick slightly in the guide. Care should be taken to note if there is a clearance between the end of the valve stem and the valve lifter at all times, and also if all cylinders have equal compression, and the ignition system is perfect, in which case there is no reason why all cylinders should not fire alike, except in the cases mentioned.

Putting 3 Balls Into the Lower Bearing of Empire Cream Separators

Putting three balls into the lower bearing of EMPIRE Cream Separators was neither jugglery nor inspiration. It was the result of long study, careful research and expert knowledge as to the best bearing for the purpose.

The young woman holds in her left hand the little steel ball cup which, with the three steel balls shown in the air, comprise the lower bearing which supports the bowl in EMPIRE Cream Separators. The conical point of the bowl spindle, centers itself between the three balls in this bearing.

Have you ever seen a bearing so simple, so self-evidently perfect, or one you can so unreservedly recommend to your most particular customers? It is patented and has proved, by years of service, that it suits the dealer and the farmer. It is one of the fine points of EMPIRE construction, which explains why EMPIRE Cream Separators start under the weight of the crank and run so quietly you can hold one ear close to the machine running at speed and hear the ticking of a watch held at your other ear.



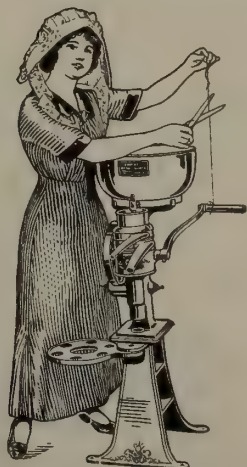
LIKE BEARINGS
ON AIR



Baltic Cream Separators

At Small Cost

They are for farmers who insist on the best machine to be had for a modest price.
Write us about them.



Cut the string and the Light
Running EMPIRE starts under
the Weight of its Crank.

Empire Sta-Rite Gasoline Engines

Have Neither Carburetor Nor Pump

Cut out the Carburetor and the pump and you have an ideal engine, practically free from trouble. It has been successfully done in EMPIRE Sta-Rite Engines, by experts and proved by years of service. Do you want the profit from the quick, easy sales now being made to farmers?

The Empire Cream Separator Co. of Canada Ltd.

TORONTO

WINNIPEG

The Fundamentals of Farming

There is a popular opinion, and one hoary with antiquity, which has it that "any fool can be a farmer." Like most ancient saws it is entirely wrong. Evidently such was the idea held in Biblical times, for in the Book of Ecclesiastes—which is full of sapient sayings—we read.

"How can he get wisdom who holdeth the plow, and that glorieth in the goad that driveth oxen, and is occupied in their labors; and whose talk is of the breed of bullocks."

Yet among the ancient Romans there were many excellent farmers, agriculturists who were held in high respect, and many and strenuous were the wrangles they had concerning the area of land which one man could profitably farm. As time passed in the older countries intensive farming became common, and to maintain soil fertility we find them bringing guano from Peru, nitrates from Chili, potash from Germany, bones from India and the Argentine, phosphates from all over the world, linseed from Russia, Argentina, and India, and cotton seed from America, Egypt and India.

The danger with the modern farmer is that he is getting overloaded with scientific advice and education. He is flooded with catalogs, periodicals, leaflets, Government reports, pamphlets, with advice of every conceivable type on every conceivable subject, from feeding pigs to the chemistry of soil and fertilizers.

Knowledge has increased, and if the farmer is to know the rationale of his profession and use the intelligence that God has given him, he should, if he has the opportunity, acquire some of the little in science that is known. This will make him a more intelligent farmer, and will be of some use to him in his business. It will enable him to understand better the treatment of his soil, what materials it requires to produce larger crops, how to use these in the right proportions, and to the best advantage. How to treat his stock, feed them in the most economical manner, and to use without waste, and to produce the best results. So many of the sciences have a bearing on agriculture that the farmer cannot become an expert in all, but if he knows something of geology

and the formation of soils, the effect of natural forces upon them, their decomposition, etc., it will undoubtedly benefit him. Again by knowing some botany he can tell the value of plants, of chemistry he will gain knowledge that will help him to recognize the value of feeding stock properly and of the general elements of the air, earth and water. It is just this acquiring of specific knowledge that makes our modern agricultural schools and colleges so valuable an asset to the Canadian farmer of to-day.

The Influence of the Retailer

The management of the Chicago Tribune, which is one of the strongest and most important daily newspapers in America, sent out letters to a large number of subscribers, asking "What influenced them in their purchases." The results shown by over 30,000 replies are as follows:

55 per cent were influenced by the dealer.

36 per cent were influenced by advertising.

6 per cent were influenced by friends.

This is strong evidence that the dealer is the man to sell.

The better class of dealers use their knowledge of the business and of local conditions in selecting lines, and the consumer takes what they offer.

Manufacturers and jobbers who direct their efforts toward selling through the dealer are building permanently.

Heroics with a Motive

It was election-time in Stangham-on-Slosh, and party feeling was running high.

Bunk, the local candidate, was returning from a tour of the constituency by way of the local river, when, lo and behold! he saw his political rival struggling in the water. Without hesitation, he sprang in, and brought him to the bank.

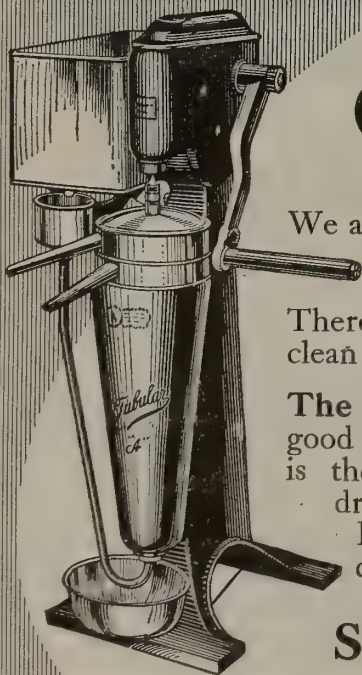
Then he came out, dripping, to receive the applause of the crowd. "Noble fellow!" cried one.

"Fancy saving your rival from death!" cried another.

Bunk let his wet paw be shaken. Then he explained.

"You see," he said, "yesterday he called me a lop-eared, splay-footed, freckled-faced idiot, and as I've been reading in a book that the best way to administer first aid to the drowning was by punching his jaw, I couldn't resist the temptation!"

SHARPLES TUBULAR CREAM SEPARATOR



The Two Big Dairy Necessities

CAN BE used as business builders by dealers who wish to establish themselves permanently in the confidence of all dairy-farmers of their locality.

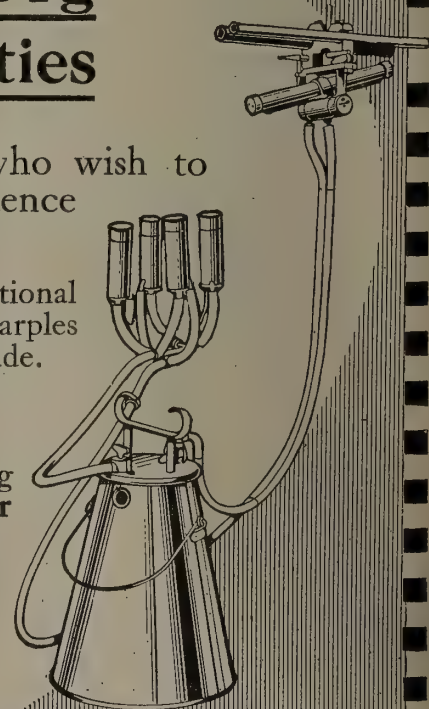
We are offering those who are qualified to handle our line an exceptional dealer's proposition for 1914. The dealer who has a Sharples sign over his door is sure to draw the good dairymen's trade.

There is perhaps no other two farm appliances that mean such good, clean profitable business for the dealer.

The Sharples Tubular Separator stands today unequalled for doing good work and giving years of service. The Sharples Milker is the one thing the dairyman is most interested in. It has drawn crowds of enthusiastic observers at every important Fair and Dairy Show this year. It is the most talked of dairy appliance of today.

Sharples Separator Co.
West Chester, Pa.

BRANCH OFFICES: Chicago, Ill.; San Francisco, Cal.; Portland, Ore.; Dallas, Texas;
Minneapolis, Minn.; Kansas City, Mo.; Omaha, Neb.;
Toronto, Ont.; Winnipeg, Man.

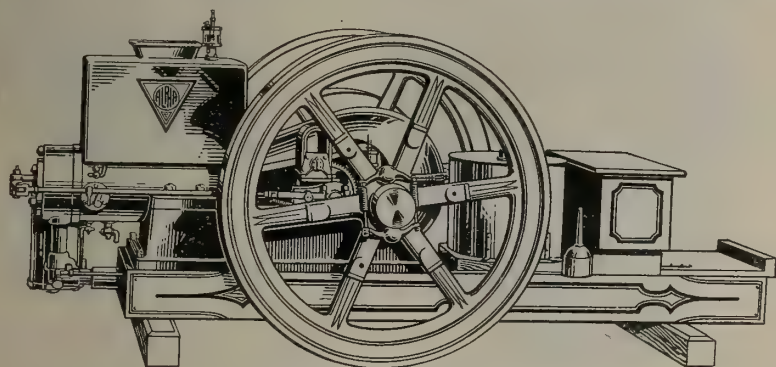


SHARPLES MILKER

A STRONG AND POPULAR LINE

Alpha Engine Catalogue

JUST OFF THE PRESS! BE SURE TO GET IT!
It will pay you to investigate this Gas Engine.



Portable Hopper Cooled, Alpha Engine, 2 to 18 H. P.

Superior design, construction and service will soon place Alpha Engines at the top. Will you be selling them?

Don't delay investigation and lose a valuable Agency. Get full information. Make your choice right now.

You know what splendid sellers other De Laval Specialties are.

You know that they are the standard by which others are judged.

You know how much easier it is to sell any of the De Laval lines.

The Agency for the Alpha Engine line will be no exception to the rule.

DID you ever watch two horses pulling a heavy load?

If you did, more than once you have seen a mismated team.

A big, powerful, well-built horse on one side, and a light-weight on the other.

You can't expect that kind of a team to pull together and get good results.

Neither can a good, wide-awake dealer expect to build up much business with a weak line. A good dealer should handle a good line, and every implement man in Canada knows that there isn't any stronger, or better, or more popular line than the De Laval.

DE LAVAL

Cream Separators are in a class all by themselves. They are business getters.



Dealers who handle the De Laval usually get the lion's share of the separator business in their locality.

The De Laval has such an excellent reputation for giving its users satisfaction and is so universally recognized as being the last word in separator efficiency that it is by far the easiest separator to sell.

There can't be any argument about it. If you can get the De Laval Agency, you should arrange to do so at once.

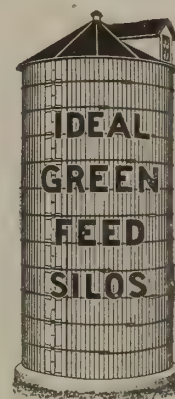
Ideal Green Feed Silos

There is a bigger demand for Silos every year.

Ideal Green Feed Silos have made a splendid reputation for themselves with Canadian farmers in the last few years.

These Silos are constructed in the most approved design from the very best materials, and the most profitable investment a farmer can make is the erection of a Silo on his farm.

More Ideal Green Feed Silos are sold in Canada than all other makes combined, and you certainly ought to have the agency for the Ideal.



De Laval Dairy Supply Co., Ltd.

**WINNIPEG
MONTREAL**

**VANCOUVER
PETERBORO**

Annual Meeting, Winnipeg Wholesale Implement Association



J. P. Minhinnick, President



F. J. Weed, First Vice-Pres.



I. J. Haug, Second Vice-Pres.



E. S. Strachan, Secy-Treasurer

On January 30, the members of the Winnipeg Wholesale Implement Association held their 1914 annual meeting in the Royal Alexandra Hotel, Winnipeg. At 12.30 noon a large and representative body of members met and adjourned to the dining room where an excellent luncheon was served. After it had been disposed of the members retired to the convention room and proceeded to business.

The first business to be dealt with was the election of officers for the ensuing year, which resulted as follows:

President:

J. P. Minhinnick, Cockshutt Plow Co.

First Vice-President:

F. J. Weed, De Laval Dairy Supply Co.

Second Vice-President:

I. J. Haug, Canadian Avery Co.

Secretary-Treasurer:

E. S. Strachan, John Watson, Manufacturing Co.

EXECUTIVE BOARD

Implement Section

M. J. Rodney, International Harvester Co., Chairman.

C. H. Whitaker, Massey-Harris Co., Vice-Chairman.

A. J. Britton, Goold, Shapley & Muir.

Thresher Section

I. J. Haug, Canadian Avery, Co., Chairman.

A. E. Johnson, Sawyer-Massey Co., Vice-Chairman.

M. J. Carrothers, Rumely Products Co.

Carriage Section

R. McKenzie, McLaughlin Carriage Co., Chairman.

H. W. Hutchinson, John Deere Plow Co., Vice-Chairman.

H. Anderson, Tudhope-Anderson Co.

STANDING COMMITTEES

Freight

H. W. Hutchinson, Chairman.

Legislation

E. A. Mott, Chairman.

Membership

F. D. Blakely, Chairman.

Entertainment

E. W. Hamilton, Chairman.

Delegates to Canadian Industrial Exhibition Association

M. J. Carrothers; M. J. Rodney.

Delegates to Winnipeg Industrial and Development Bureau

C. H. Whitaker; E. A. Mott.

During the meeting many features of great importance to the trade were discussed, including Freight and Transportation, the new Grain Act, etc., the members taking the greatest interest in all the points brought forward.

One of the outstanding points in the meeting was the address of the retiring President, who directed his speech on the importance that every member of the implement fraternity, manufacturer, jobber and dealer should assist in every possible way the development of diversified farming in Western Canada. This, he said, was vitally necessary to the trade, as in no other way could the credit of the customers of the trade be brought up to a standard that would make business for the implement dealer—and every other business man in Western Canada—safe, sound and on an assured basis. He voiced the opinion that it reflected

no credit to Western Canada to be known as "the bread-basket of the world," since man cannot live by bread alone. So long as the farmers of the West continue to produce only a cereal crop, the fertility of the soil must steadily be depleted, thereby weakening the credit of the farmers. On the other hand, stock raising would have exactly the opposite effect—to the benefit of all.

From the large number of members present, and the great enthusiasm shown by all, there can be no doubt that the Winnipeg Wholesale Implement Association will do good work during the present year, and that its energies will build for the betterment and consolidation of the trade in this centre.

Concerning Success

The dealer, to be successful, must be equally well informed on every article he handles. He must be cognizant of its merits, and he must know that he has purchased it at the right price. The expense of every article must be reduced to a minimum, while the salesmanship employed in the business must be at a maximum. We must always look at the retail business from the standpoint that the consumer never takes into consideration that the local dealer is a necessity, and that he is entitled to a profit. In this respect associative work is the best means of remedying conditions so as to render true assistance. In the

trade journal is found a valuable educative factor for the dealer. It contains helpful suggestions and information, and it forms a power for assistance in retailing that the retailer is too prone to overlook.

To be successful every merchant must be a good advertiser, also a good collector, as well as a good salesman. In talking of advertising, we don't refer to newspaper publicity; every act or sentence spoken leading to a sale, or the improvement of the business, should be considered as advertising. Settlements and collections are points that cannot be overestimated in the retail business to-day. Let the dealer who wishes to succeed keep his stock clean and in prime condition at all times. Let his efforts be made in a thorough and proper business-like manner, having neither laxity nor slipshod work. Retailing farm implements and machinery is as much a business as is any calling, and in its success can only be attained by the pursuance of proper business methods.

Quality Goods

Any article offered for sale declared to be or pretending to be as good as the best yet offered for a lower price, is palpably a dishonest and inferior imitation trading on the reputation of "the real thing". The moment you admit the low-priced imitation into your store and offer it for sale, you lower the character of your business, your goods and yourself, and thereby lose a business prestige hard to regain. Your customer does not want a cheap imitation. Your customer does want what he or she asks for—that one brand or kind at that one price.

Power Farming and Profit

The high cost of living and the lack of dependable help have compelled the farmer to seek a more reliable and cheaper source of labor than that of the man and horse, says John W. Wilkinson, in Oklahoma Farmer. The stationary gasoline engine has been adopted for a multitude of uses on the farm, and yearly farmers appreciate more and more the use of the engine. During the past ten years the farmers of the United States have increased their machinery investment by half a million dollars. This is due to power farming, and no one can foretell what the next ten years will show in this respect.

It is said that there are to-day about 25 million farm horses in America which consume 2½ billion dollars of the farmers' feed and labor. This kind of plowing puts a head tax of five dollars a year on every inhabitant. Not less than one-fifth of all the cultivated land in America is devoted to the up-keep of farm horses, and if mechanical power can displace only one-half of these horses it will make tens of millions of acres now used for the upkeep of horses available for the production of farm crops and food stuffs.

Plowing as ordinarily conducted is the most crushing burden of the farm. To turn a

single acre of sod with a 12-inch walking plow the farmer and his team travel not less than 8¼ miles. If the 46,500,000 acres of wheat land in the United States were all plowed in the old way our farmers would have to travel a total of 383,625,000 miles. When you add to this the hundreds of millions of acres that must be plowed annually for all the various crops raised in the United States, the number of miles of weary plodding required of the patient farmer soon counts into figures that seem incredible.

Ten years ago the farmer hailed the advent of the steam plow with enthusiasm. Then came the gasoline engine, and later the oil tractor that seemed destined to revolutionize power farming. As time passes the price of the tractor—which is its greatest objection to the farmer—will become reduced, but before the gasoline or oil tractor will absolutely replace the horse on the farm the engine must reduce the operating expense of the farm without reducing its income.

Ford Factories Share Profits with Employees.

Believing that the distribution of wealth between the moneyed and the laboring classes is too uneven, Henry Ford, president

and principal owner of the Ford Motor Co., Detroit, Mich., has evolved a profit sharing plan with his employees. Effective Jan. 12, Mr. Ford inaugurated the distribution of a certain portion of the profits to his employees, which will amount to \$10,000,000, during 1914, the distribution being made in the form of a wage increase. By the terms of this distribution the minimum wage will be \$5.00 a day instead of \$2.34, as at present, and the men will work in three shifts of eight hours each instead of two shifts of nine hours. This will include every male employee of 22 years and older, or those under 22 who have relatives dependent upon them. The profit sharing plan also puts a premium on industry, frugality and sobriety. A similar plan of profit sharing for the female employees of the company is being worked out.

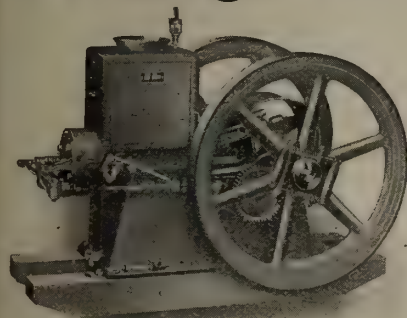
The Development of Power

The whole tendency of modern production is toward lessened cost and greater efficiency of product. On every hand trained men are studying and experimenting with a view to producing power at constantly lessening expense of operation and at the minimum of required skill on the part of the operator.

On the other hand, trained men are studying the application of power to all possible farm operations and are welcoming every improvement which makes possible wider applications of power machines to farm work. Practical, economical internal combustion engines are cheapening the prices of plowing, seed bed preparation, harvesting, threshing and hauling. Many yard, barn and house chores have had all the drudgery taken out of them, and more are yet to follow. No man can foresee the final development either of internal combustion engines or of electricity in relation to farm work, but enough has already been done to assure, in time, the application of mechanical power to every possible farm operation.

In the meantime, the machines and engines offered by reliable companies are real money-making, money-saving, time-saving, and labor-saving farm helps. It is safe to say that there is not a fruit, grain, stock or dairy farm in this country that could not employ profitably one or more of the gasoline and oil engines now offered for sale, and the time will come, nay, must come, when every farm will be equipped with mechanical power, unless the farmer is content simply to exist.

Bulldogs Hold The Trade!



The Bull Dog Gasoline Engine

Bull Dog Gasoline Engines

made in sizes from 1½ to 12 h.p. are a line that will bring the implement dealer profit and prestige. Of solid construction and absolute dependability, they are engines that are adaptable to all general work on the farm. Their sale will mean money to you, Mr. Dealer.

Bulldog Fanning Mills

We produce a complete line of these fanning mills, which we sell on an absolute guarantee to give satisfaction in every way. These machines are built in three sizes, 24, 32, and 40 inch sieve widths.

Here is shown our 40 inch Power Mill with Wagon Box Elevator attached. This mill will elevate grain into the wagon box or into a bin 8 feet high. It is of special construction.

IF IN THE CITY CALL, OR LET US QUOTE YOU PRICES



The 40-inch Power Bull Dog Mill

Twin City Separator Co. Ltd.
179 Bannatyne Avenue, E. Winnipeg

In Building a Demand

We are carrying on a circular letter campaign among the farmers of Manitoba, Saskatchewan, Alberta and British Columbia, and the prices quoted are lower than those of any Catalog House, when sold on the same terms.

WE PROTECT OUR DEALERS

and we are going to see that they get the business.

On or before February 15th we will mail our price list to the dealers of Western Canada. If you are interested write for our contract so that we may know you are representing us. You will be entitled to a special discount upon all orders received from you.

CONSIDER THE SCOPE OF OUR LINES

Geiser Steam and Gasoline Traction Engines
Geiser Sieveless Separators and all attachments.
Road Rollers
Asphalt Rollers
Engine Gang Plows
Well Drilling Machinery
Air Cooled, Hopper Cooled and Tank Cooled Gasoline Engines.
Stationary and Portable Saw Mills

Vertical and Horizontal Boilers
Binder Engines
Marine Engines and Outfits
Electric Light Machinery
Waterworks Machinery
Wind Mills
Pumps
Power and Electric Washing Machines
Cream Separators
Steel Farm Trucks
Dump and Spreader Wagons

Grain Cleaners and Graders
Grain Grinders
Grain Elevators
Power Hammers
Lathes and Blacksmith Machinery
Cement Mixing Machinery
Power Hoists
Milking Machines
Manure Spreaders
Wet and Dry Batteries and Electrical Supplies

Write for our Contract at once to Winnipeg Office.

BURRIDGE-COOPER CO., LTD.
WINNIPEG and REGINA

Your Best Investment

BY FRANK FARRINGTON

There isn't anything about making money that gives us a grouch. Fond as we may be of baseball, pool or auction pinochle, we like making money better.

They say it takes money to make money, and it's true. If we don't have any money we have to borrow it. Getting into business without capital is like getting into society without clothes. It can't be done.

Have you ten dollars in the bank or in the cash register?

If you haven't, go out and borrow it, because I have something I want you to use that ten for. No, don't send it to me. I've got ten of my own.

You can invest ten dollars right now where it will bring you ten tens, a hundred tens, perhaps more before the year is over.

How many trade papers are you taking? Are you taking ten dollars' worth a year? Are you paying ten dollars a year in subscriptions to trade journals and business magazines? If you are that's all I have to say to you, because you have made your investment and you will get the returns—unless you don't read those publications.

But if you are spending any less than ten dollars a year for trade and business literature you are saving money at a great expense. Every business man needs half a dozen trade publications or more. He needs the ideas they contain. His own ideas run out. He puts a mistaken value on his own ability if he doesn't take pains to find out what other people know.

Every dollar invested in trade journals that you will read is a dollar invested where it will bring you bigger returns than a hundred invested in goods.

Wouldn't you willingly give ten dollars for an idea that would

enable you to increase your income, the receipts of your business or your salary a net hundred dollars? Well, if you knew where you could spend ten to that effect, wild horses couldn't hold you back from making the expenditure.

If you have not been spending ten dollars a year for business literature it is for the reason that you do not believe it will pay you as I say it will.

Perhaps you argue that you do take a number of trade papers and that they don't bring you any money. Either you do not read those papers or else you are mistaken. If you read any trade papers regularly, I don't care what it is or whether it is directly applicable to your individual business, it will bring you money, business, success—far more than ten dollars' worth.

A trade paper is not like medicine. The man who reasons that if a dose of medicine is good a whole bottle full will be better is going to poison himself. The man who reasons that if one trade paper is good more will be better is going to put rubber into his heels, enthusiasm into his brain and gimp into his backbone.

The trade paper, the technical publication applied to your business, will put life into it in spite of you unless you throw it in the waste basket without reading it.

And if you don't want to see your business take a jump, don't let any of the people employed around your place get at the trade papers. The employer who gets the habit of reading such literature is sure to want to start something. Keep the papers of that sort away from the boys, or in a short time you will find they are learning the business faster than you are.

The advertisements alone in one good trade paper are worth a good deal more than ten dollars a year if you study them. The trade press of the country has developed tremendously in class and in independence in the last few years. There are no better informed men connected with your business than those whose opinions and experiences and advice you find in the trade papers connected with it. There are no better manufacturers or producers of your kind of merchandise than those whose advertising you find in the journals of the business.

The man who wants to know what to do to get more trade, what to do to increase his income, where and what and when to buy for use or for sale in his business, must have the trade papers, or else he will find it utterly impossible to keep up with his competitors.

If your competition is getting the better of you, if your business is falling back actually or comparatively, make up your mind that competition is making use of the trade journals. Even if you are not spending ten dollars a year for trade literature and using it, the other fellow is, and he will get your business.

If you spend ten dollars this year for trade papers to read—not to fill waste baskets with—and at the end of the year claim you have been unable to get any dividends on the investment, I want to have a talk with you. I have seen many men try the trade journal method of finding out, and I never knew one to fall down. If you can read any trade paper honestly for a year and not make it worth ten dollars to you there must be a kink in your intellect somewhere.

If you won't spend ten dollars, spend five, but when you make that cut in your appropriation remember you can't get ten dollars' worth of good by spending only five dollars, and the second five will pay you better dividends than the first five.

Business Man, Stock Raiser
and Politician



H. D. Mewhirter

In the West we find many men whose energies are widespread, and whose achievements are recorded in widely severed spheres of business. It may be that the development of a new country builds this type of man, nevertheless, wherever they exist, such men are a power in their community. Such a man is Harry D. Mewhirter, general manager of the Gutta Percha & Rubber Co., whose photograph we reproduce herewith. Mr. Mewhirter was born in Illinois, U.S.A. in 1874, and graduated from high school after having specialized in the study of science, especially that of applied chemistry. For several years he was connected with the firm of W. S. Mott & Co., of St. Paul, Minn., a large wholesale belting concern. Some eight years ago he came to Winnipeg as sales manager of the then, Winnipeg Rubber Co., and in 1912 assumed the important position of general manager of that concern. The home of Mr. Mew-

Sell a Pickler of Perfect Action



THERE is only one Best Pickler, and that is the Grain Growers Automatic. It is the most thorough mixer of any automatic pickler on the market. On account of its perfect action, it will treat more bushels, with a given amount of liquid, than any other machine made. It can be operated so that a child can feed it, or so that two men have to hustle to keep it going. In either case it works equally well. Every part is stationary—nothing to wear out. All parts coming in contact with the solution are Pure Copper—not merely copper plated material as in some machines.

Live Agents wanted in every town. Good commission offered. Write at once for full particulars—it will pay you.

Manufactured by

CURRIE MANUFACTURING CO.

(Successors to Robinson & Currie)

LAUDER, Manitoba

MONEY IN POTATOES

and consequently, money in potato machinery.

Farmers recognize the profits of potato growing and the stability of the market for potatoes as an opportunity they should take advantage of. More potatoes are grown every year.

This creates a demand for potato machinery that means money for YOU.

Investigate the

O. K. CANADIAN POTATO MACHINERY

before all territory is taken. Look into the advertising we are doing and the way we help you to make sales, and you will know that you should handle the O. K. Canadian Line.

WRITE FOR CATALOG AND PRICES

CANADIAN POTATO MACHINERY CO., LTD.
GALT ONTARIO

hirter is located at Dugald, Manitoba, where he is one of Manitoba's most progressive farmers and pure-bred live stock breeders. His house at Dugald is a model of rural elegance, while his stock barns are patterns of this type of building. Some five years ago he started in the pure-bred stock business, with Clydesdales and Berkshires, and has had considerable success in our Western show rings. Since 1912 he has largely devoted his energies—so far as farming is concerned—in building a strong herd of both Berkshire hogs and Holstein cattle, along with general farming. The results of his efforts are of the greatest interest to all Western stockraisers, proving that though many a farmer may be a poor business man, yet a brainy business man can develop into an excellent farmer. On January 2, Mr. Mewhirter was signally honored by his fellow citizens of Springfield constituency being unanimously nominated as the standard bearer for the Conservative party in the provincial parliament. Few men, of so comparatively youthful an age, have compressed into so few years so many diverse interests, and we feel sure that yet the West will hear more of Harry D. Mewhirter.

Regina

N. J. Rutledge, manager, J. I. Case T.M. Co., has just returned from a visit to the East, during which time he spent several days in Racine, Wis., mapping out the 1914 campaign for threshing machinery and automobiles.

W. P. Wells, manager, and F. C. Smith, assistant manager, International Harvester Company of Canada, Ltd., are in Chicago on their annual visit to the head office to review 1913 business and plan for the coming season.

J. H. Turnbull, manager, Saw-

yer-Massey Co., is spending the winter, accompanied by his family, in Southern California. Mr. Turnbull expects to return to Regina early in March. Meanwhile J. McBride, his assistant, is managing the Regina branch during the winter months.

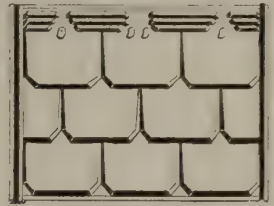
S. S. Bean, manager, Tudhope-Anderson Co., has been transferred from Regina to the General Office of his company at Winnipeg. He will, however, be visiting the Regina Branch occasionally in the course of business. Mr. Bean will be missed by the Regina Farm Implement Colony, as he was one of the bright, aggressive and popular members.

The Regina Implement Dealers' Association elected its officers at their annual meeting for 1914, held on January 31. The following officers were elected: President, H. A. Knight, Manufacturers' & Transfer Agent; First Vice-Pres., N. J. Rutledge, manager, J. I. Case Threshing Machine Company; Second Vice-Pres., C. W. C. Westaway, assistant manager, Massey-Harris Co.; Secretary-Treasurer, L. M. Larson, collection agent, International Harvester Company of Canada. Executive Board: W. G. Parson, manager, McLaughlin Carriage Co.; C. Dickinson, assistant manager, Cockshutt Plow Co.; J. H. Turnbull, manager, Sawyer-Massey Co.; H. H. Kohlman, manager, John Deere Plow Co.; S. B. Clarey, manager, Hart-Parr Co.; R. Rasmussen, manager, Winnipeg Steel Granary & Culvert Co. The Association expressed to F. C. Higgins, manager, Nichols & Sheppard Co., retiring president, also to L. M. Larson, the secretary-treasurer, its appreciation of their services during the past year.

The various managers for implement concerns located in Regina, report selling business very slow at this season of the year. Sales contracts for 1914 are being

written up right along. The volume of sales is probably less than a year ago. Collections are also reported very slow, and, if anything, volume less than a year ago. The reason for decreased collections is, of course, less wheat in the country than a year ago. The splendid fall season enabled farmers and transportation companies to get the wheat to the Eastern markets before winter set in, and at a much faster rate and in larger volume than for several seasons. While collections were generally admitted to have been disappointing during the past season, it is felt that farmers are now on a sounder basis than for several years. There is probably less money in the hands of farmers, and perhaps they are able to borrow less than for several years, at the same time it is generally admitted that the current indebtedness of farmers is less than it has been for a long time. More country stores are operating on a cash basis. Banks, implement dealers, lumber yards and others, are more conservative with respect to credit, all of which means it is thought that 1914 business will be satisfactory and profitable, but that the volume will be no record breaker. Most companies will be satisfied to obtain the same volume of business as in 1913.

If you want to handle a
**GENUINELY
GOOD ROOFING**
One that you can recommend
and stand behind, then sell



Eastlake Steel Shingles

"There with the wear"

**Waterproof
Fireproof
Rustproof**
Easy to Lay and
Durable as the Building itself.

WRITE US TO-DAY for
Catalogue and Selling Proposition



THE **METALLIC
ROOFING CO.**
LIMITED
MANUFACTURERS
WINNIPEG, MAN.

Head Office: TORONTO, ONT.

Successful Threshing

Depends upon the Quality of the Belt

Every threshing outfit owner knows that fact. The wide-awake dealer, therefore, should handle the best belting that natural products and human skill can produce. The best belt is the cheapest in the end, whatever its cost. You have got **the Best**, and know that you will have no complaints regarding breakage or slipping, if you supply your trade with either

Lion Brand RUBBER BELTS

OR

Maple Leaf Endless Thresher Belts

The majority of the well-known thresher companies use our belts exclusively. They should, therefore, suit your trade.

Write for full particulars

Gutta Percha and Rubber Limited

WINNIPEG Not in any Trust or Combine CALGARY

Sell Twine That's Backed

by a Guarantee!

We Guarantee every ball of Brantford Binder Twine, because every inch of it is carefully inspected, in the making. Dealers need have no hesitation in recommending

BRANTFORD

BINDER TWINE

"NEVER BUNCHES, NEVER BREAKS"

FOUR LENGTHS AND BRANDS

"Gilt Edge," 650 feet "Gold Leaf," 600 feet

"Silver Leaf," 550 feet "Maple Leaf," 500 feet

Agents wanted in unrepresented localities.

Address inquiries to John R. Firth, 35 Home St., Winnipeg, Representative for Manitoba and Saskatchewan.

The Cockshutt Plow Co., Ltd., Calgary, Representative for Alberta and British Columbia.

The Brantford Cordage Co., Ltd., Brantford, Ont.

The Coming Season

Last year was a year wherein the business men of Canada had an opportunity of learning the lesson of retrenchment, and we cannot doubt that owing to that retrenchment the debt of Canadian farmers has been greatly reduced. In most cases the machinery which was bought was only such as was absolutely necessary, consequently increased obligations have been pared down to a minimum. All this tends to show that during 1914 business will be on a more substantial basis than during the past few years. The curtailment of loans by the banking interests has forced the farmer and all others to greater economy which will cause a more healthy situation in the farm machinery business.

Should seeding this spring be done under favorable circumstances, 1914 should prove to be a good year for the agricultural machinery trade. No dealer ought to lose sight of the fact that, fortunately, mixed farming is increasing greatly throughout the West, and herein we have the nucleus of more steady and assured revenues and better conditions all round. Grain raising is not the only means whereby the dealer can make sales, and with the increase of mixed farming should come a greatly increased volume of trade in implements for cultivating vegetables and roots, garden produce, fertility distributors, also dairy and barn fittings of every type and description. During 1913 the immigration to the Dominion exceeded 400,000, of which the majority came to the West. A certain proportion of those are farmers, and by Government reports they are better off financially than many of those who have entered the country in past years with the intention of taking up land. The country must develop, and such a financial stringency as we have weathered only resembles the temporary slowing down of an engine under a suddenly applied load. The flywheel of progress will revolve again at full speed, and farm machinery is essential to the progress of the West. While trade may be dull in the meantime, prospects are excellent for the future. Conservative business will be good, and the restriction of extravagance and speculation will, we believe, in the end, rebound to the benefit of all connected with the retail implement trade. Many a lesson is hard to learn, yet good for the scholar!

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited

F. D. BLAKELY, Manager

811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS

\$1.00 per year in Canada; Foreign \$1.25 per year.

Single Copies, Ten Cents

ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, FEBRUARY, 1914.

Fools and Men

Some men are born fools, some acquire foolishness through time, while others again become fools through some measure of success. In the fool business mankind is a peculiar study. We can see a young man playing the fool for two precious years of his youth, again we see a staid and sober business man of forty-five casting behind him a life of exemplary conduct and degenerating—usually through a feminine cause—into an arrant fool in less than two weeks. Let no man be puffed up by success, or secluded from the world because of his exalted position, for often such attitudes precede a tragic fall. This is no age for the fool, for fools are discarded members of society. In a land like ours, where progress and development are so essential, we want men who do not qualify for the fool class. We need men of common sense and business ability, men who will work and sacrifice, men who aspire to great things and are not loath to pay the cost, men who are proud with a proper pride, who are above petty meanness and who adhere to what they believe is right.

Machinery we discard because we cannot change or modernize its design. When a man cannot be changed or modernized he becomes a machine, and so cannot harmonize with the proper pro-

gress of events. Therefore such men must be laid aside. We cannot fossilize our systems or our social fabric. A proper comprehension of the true principles of progress would save many a man from inglorious failure. We must understand them to advance.

Destructive Competition

The fact remains that unless the manufacturer of a widely advertised article is able to maintain the price at which it shall be sold to the ultimate consumer, competition becomes destructive instead of beneficent, in exact proportion to the popularity of the article. The final result will be the elimination from the market of this particular article, whatever it may be.—Elbert Hubbard.

Think This Over

Go fight the daily battle that the travelling salesman wages for fifty weeks of every year; go "live in a grip" and deprive yourself of the comforts of home and the society of loved ones, and your heart will soften toward the man who seeks an audience. With the changing weather, the changing dispositions, the seeking a new pillow nightly on which to lay his weary head, and the vexation of travel, his lot is not the happy one that many fondly imagine.

Our Duty to the Community

We believe that one of the rarest things to be found in the character of the dweller in the small country town is civic consciousness—that is the constant desire to advance the community in every respect by work and by suggestion to stimulate interest in this direction. In these days it is quite true that every business man in a small Western town has plenty to think about and worry over in connection with his own business, but beyond all that we owe a duty to society, to our town and its inhabitants. The more astute and successful a business man is in the small center, the more important is it that he does all in his power to help build its importance. It may seem that this interest in municipal things is unnecessary, yet if we but look at it, the town which is steadily losing population, which is falling into a state of business inertia, must without doubt react to the loss of the retailer who does business therein.

All over the west we see daily the constant rush of our boys and girls to the cities, and one cannot wonder that vibrant, glowing youth wants some excitement and interest in life beyond what is found in Squeedunk or Sleepyville. It is not so much a question in the small town of sending money to satiate the cravings of the great cities, but do we not rather offer the best of our youth—the fathers and mothers of the future—as sacrifices upon the altar of city life. Could not something be done in every community to keep our young folks where temptation is less apparent and persistent, where we can be sure at all times of the influences surrounding them.

The poorer the small town the more anxious are its youths and maidens to seek the hectic life of the busy streets, to find the fullness of life which they imagine can only be attained beneath the white lights of the crowded streets. They are lonely in the city—of course they must be—for the cities of the earth, the thronged places, hold a ghastly loneliness that can never be felt out on the sweeping contour of our Western prairies. And loneliness is too often the first step to undesirable acquaintances, the opened door to the down trail in the life of the young man or girl in their late teens.

Here, then, is where a positive duty confronts the business man in the small community. It is from he, and such as he, that comes the money for town improvements, good schools and churches, local concerts and amusements and all the little things which go to make life more attractive to youth. Let

the business men of such towns take a proper pride in their little trading center, as behoves every true hearted citizen. Develop the progressive and boosting spirit; be a power locally for the advancement of everything that will go to advance the status of the community. It will assuredly reflect in your business, for the public spirited man is quickly recognized as a valuable asset. It is, moreover, a personal advertisement for your business that you are a community booster—a town builder—not a melancholic croaker, regarding the deterioration of local trade and effort. A thought comes to us ere we close. In one of Daudet's great French tragedies he places on the tongue of an old farm woman a phrase that is applicable to every land. Looking out in the dark for a son who had sunk in the human maelstrom she wails: "Ah! Paris, Paris, how long shall we give you of our best—and what have you ever given us in return, save pain and tears!"

Concerning Your Advertisement

Many a dealer deplores the fact that he does not find advertising in his local newspaper profitable. Very often, strangely enough, he does not try to find out how much business really resulted from his ad. He never questions customers or prospects regarding their source of interest. It is largely because of the fact that the local retailer does not usually recognize the necessity of advertising that the local paper too often resembles the label on a patent medicine bottle. If you value your business take a proper interest in your advertisement. Merely your name, address and your class of business is useless. Any member of the community can know these facts—it's up to you to tell them what you handle and why they should trade with you. To only say that you are "John Smith; Dealer in Farm Implements" seems a waste of money, for so many know John, and they are aware of the fact that he is an implement dealer. Change your advertisement every week; get in touch with the local editor, and ask for his suggestions. You know lots more than he does about gang plows, but you don't know what he knows about type and display printing. In that respect he has ideas that, coupled with your desire to let the community know your lines, will help you produce an ad that every farmer will read. It's suicidal to let your ad stand week in week out without a change. You pay for the space, therefore make use of it by constant change of matter. You bet we would not dare to send you the current number of

this publication during every month in the year 1914. You think you were being swindled out of your dollar subscription by getting the same ads, the same reading matter, over and over again! Why, then, do you not value the space you pay for by writing a good, snappy and attractive advertisement for every issue of the local paper? It takes little time, and the increase in trade will show you very soon that it is he who advertises who finally rakes in the business—and the cash.

The Indebtedness of the Individual

As a general rule we of the implement world are not great students of economic science, yet to any thinking individual must come one thought: "Why is it that, year after year, one part of humanity sinks deeper and deeper into greater indebtedness to another part of humanity?"

Most of the high-brows in the science of political economy assert that one part of mankind are capable of saving, consequently become capitalists, while another part cannot or will not save. Yet even that view does not sufficiently solve the question. Irrelative of what country he is in man will continue to go to the land for his crops and home to the river for water, to the forest for lumber and to the lakes and seas for fish. Each man seeks the most productive location no matter who promotes the legislation of his country, and whether they make of their politics a muddle or a magnificent success.

Leave men utterly free to procure or produce their supplies, according to their common-sense, and they will do their level best to find the most profitable farming district, the best forest or the most productive seas or lakes. Farmers produce foodstuffs, blacksmiths produce metal work, each man produces in his own line according to his ability and opportunities. Here they raise gold, there they plant potatoes or seed wheat. Then they send these commodities to market and exchange. Each man's supply, his product, be it gold or potatoes, pays for what he gets in return. Here then is genuine trade, mutual exchange, each man being complementary to the rest. To an ordinary level-headed individual this exchange does not leave any great necessity for debt on either side. Yet, looking away back into Bible history, we find that the sons of men also came and presented the product of their hands in exchange for what they needed, and even in those days the wise guy was present, and collected the bigger share in the deal. The

producer complains that he has always labored under an everlasting mortgage, but, economically speaking, he just starts as even as the fellow with the big wad concealed in his sartorial equipment. One could go on indefinitely talking on this question, from every standpoint, commencing with ordinary horse sense and ascending through all the mysteries of the "ologies" as produced by science, and wisdom and the compressed knowledge of the ages. After all it seems to resolve itself down to the personal factor; the value of the man in the case. Whether he has potatoes or gold in the sack it is he who possessed the best brain, the greatest foresight, who comes out best in the eternal barter of the world's business.

Premature Surrender

No one is so badly beaten as the one who beats himself by premature surrender. There is hope for almost every defeated man except the one who gives up before he has come anywhere near doing his best, and he is vanquished so completely by his own lack of courage and persistence, that adversity need not trouble itself about him.

A Correction

We regret that in the editorial pages of our January issue we inadvertently stated that the Winnipeg headquarters of the Minneapolis Threshing Machine Co. were still located in the Enderton Building, while, as a matter of fact, the local branch of this well-known company occupy the warehouse and offices at the corner of Alexander Ave. and Yeoman St., Winnipeg, which can be most easily reached by way of the Logan Avenue West cars. We trust, therefore, that dealers visiting Winnipeg during the Bonspiel will make no mistake but will take the correct route to Alexander and Yeoman where we feel sure they will be accorded a hearty welcome by the genial local manager of the company, Mr. Selfors.

Condensed Philosophy

"'Always on the job'—the man who coined that expression did a good day's work."

"You cannot afford to throw false thoughts."

"The only difference between a rut and a grave is in the width."

"The hardest thing to find today is yesterday's newspaper."—Hugh Chalmers.

Personal

W. L. Schultz has moved his implement business from Guernsey to Expanse.

L. L. Morrow, Lumsden, has discontinued business at that Western point.

Ray Ogletree, Alhambra, has closed down his implement business at that point.

Scott and Sellers, implement dealers at Martin, have sold out to J. F. Asterbauer.

Dean Bros., an implement duo, have recently opened an implement stand in Meyronne.

Haile and Nicholson have commenced to do business in the thriving town of Le Ross.

Louis Locke has bought out the business at Creelman, formerly carried on by Samuel Boyd.

Fred R. Mather has taken over the implement business at Bulyea, formerly owned by J. J. Jackett.

Duncan MacLeod has taken over the implement business at Webb, formerly owned by A. J. Austin.

McKay Bros. have taken over the implement business at Huxley, formerly carried on by H. S. Tebbutt.

The implement firm of McMahon and Quinn, Lethbridge, has dissolved partnership by mutual consent.

We regret to note that W. J. Burke, an implement dealer at Coulter, has sustained a considerable loss by fire.

E. G. Code, an implement dealer at Flaxcombe, has sold out his stand to two dealers named Gould and McClinton.

Grondin Bros. have enlarged the business side of Viceroy by opening a retail implement concern at that point.

We regret to note that R. M. Mahoney, a dealer at Carmangay, has suffered a considerable financial loss by fire.

A. C. Williams, an implement dealer at Belle Plains, recently sold out to an implement duo named Pulling Bros.

Mahaffy and Son have bought out the retail business at Sceptre, which was formerly controlled by Doughty and McLagan.

Fred Anderson has enlarged the business side of Carievale by opening an implement business at that center in Saskatchewan.

Two implement dealers, Vaughan and Nelson, have bought out the business at Lampman, formerly controlled by Murphy Bros.

The firm of McBride and Battel, implement dealers at Cabri, has

recently changed the firm's name. They are now known as McBride, Battel and Co.

Ashworth and Johnston, who formerly carried on a retail implement and butcher's business at McLean, have sold out their business to J. R. Silzer.

The firm of Patterson and McFadyen, implement dealers at Shellmouth, have dissolved partnership. P. N. L. Patterson will in future carry on the business alone.

J. W. Lightbody, assistant manager for the I. H. C. at Yorkton, has been appointed manager at that point, succeeding John A. Tanner, who will be transferred to another point in the immediate future.

Some changes have taken place in the implement fraternity at Readlyn. F. E. Hill has succeeded Dean Bros., who have located in Meyronne, while two brothers named Grondin have opened a new business.

The town of Pierson has seen a few changes in the implement business recently. Robert Pitt has sold out his interests to George A. Brown, and the firm of Rennie and Brown are reported to be dissolving partnership.

J. H. Miller, Elkhorn, has cer-

tainly opened a unique place of business, since he handles pianos and gas engines. At times both have a staccato exhaust. We hope that Mr. Miller will do well with his motor and musical lines.

The Plymouth Cordage Company, of Toronto and North Plymouth, Mass., have recently had a representative in Fort William looking over several sites with a view to erecting a warehouse at that point on the Great Lakes.

C. H. Whitaker, Winnipeg manager, Massey-Harris Co., has just returned from a three week's trip in the East, during which he visited the various factories of the company, also spending considerable time at the headquarters of the concern in Toronto.

The Edmonton branch of the Rumely Products Co. has been taken over by the Calgary branch office, from which the Edmonton territory will be controlled in the future. J. A. Blair has been appointed branch manager at Calgary, L. B. Cravath, formerly manager at Calgary, being transferred to Memphis, Tenn.

On Sunday, Jan. 25, burglars broke into the Winnipeg offices of the Chas. A. Stickney Co., located on Sutherland Ave. and Schultz St. The offices were ran-

sacked and a fruitless effort made to open the safe. Being unable to obtain valuables of a negotiable nature the predatory gentlemen departed, bearing with them an electric motor as a reward for their output of energy.

H. B. Goodling, sales manager for the A. B. Farquhar Co., Ltd., York, Pa., will shortly conclude a six weeks trip, covering Winnipeg, Vancouver, Portland, San Francisco, Los Angeles and the various trade centres in the Western States. While in Winnipeg Mr. Goodling visited the Canadian Fairbanks Morse Co., who handle the well known separators manufactured by his concern.

J. A. Brookbank, formerly manager for the International Harvester Company at Calgary, has been appointed branch manager for the company at Edmonton, succeeding W. J. McCallum, who finds that it is necessary to take his family to a less harsh climate. Mr. McCallum has accordingly located in Portland, Oregon, where he hopes to enter the services of the International Harvester Company of America.

J. L. Jones, Iowa manager for the John Deere Plow Company, has resigned his post at Des Moines, which he has held since

1909. Mr. Jones is one of the most widely known implement men in Iowa, and he leaves the United States to assume an important post in the implement business at Melbourne, Australia. We feel sure that he will make his mark in the implement business of the Commonwealth as he has done in the American implement industry.

Help the Local Paper Along

The manufacturer of farm implements and machinery has of necessity, to use space in farm papers. He has, perforce, a wide field to cover, and at times his advertisement may have to compete with the large and showy advertisements of the nearest mail order concerns, displays made especially for farm customers and which are a most potent factor in inducing the farmer to trade away from home.

Add to this the fact that a great many farm papers advocate, either directly or by inference, the importance of patronising the catalog concerns, doubtless biased by the advertising space which they use. Home trading and the home market receive no stimulus only a set-back, and the retailer must of necessity suffer. Moreover we must recollect that unless the local dealer succeeds the manufacturer cannot hope to win. Every factor or force that weakens the local trader reduces his value to the manufacturer as a desirable customer for his product. On the other side of the question a word of praise must be given to the local newspaper, the county weekly, which year in, year out, fights the battles of the local retailer or merchant. It advocates buying at home, the support of local trade. It helps to build business for the dealer and on this account should receive his support in every possible way. The struggle that many Western weeklies have is a hard one, the task for their publishers disheartening. It is needless for us to state at this juncture the necessity of local advertising, for the retailer who does not advertise may sooner or later have to do so—through the questionable medium of a sheriff's sale.

Help support the local paper and its interests. Advertise in it and boost your community; it is directly fighting your battle and is worthy of your support. Make its path less hard by combining with it to induce home trading so that not only your business but the business of your community may benefit thereby.

Winnipeg Bonspiel

FEBRUARY 10-20, 1914

The time when every Implement Dealer can get away from his business so as to pay a visit to our city.

We would like to shake you by the hand. Make our office your headquarters, and sample our cigars!

Don't forget to call on us while in Winnipeg. We can interest you.

D. Ackland & Son, Limited.

MANUFACTURERS AND

BENT WOOD GOODS,

BLACKSMITHS SUPPLIES,



IMPORTERS OF

CARRIAGE HARDWARE,

HARDWOOD LUMBER

65 to 68 HIGGINS AVE **Winnipeg,**

CALGARY

CANADA

EDMONTON

The Matter of Voices

In business we do not greatly interest ourselves on the matter of voices, yet there are differences in the human voice that have a direct action upon trade. Voices are the sounding board of personality. They take on every shade of feeling and vary with every change of health. There is the querulous voice, the sad voice, the gay voice, the harsh voice, the mutterer, and a hundred modifications of the sound of the vocal efforts of mankind. The study of the voice in speaking is as important as the thought of the words which are spoken. In a modern office building it is possible that along a corridor, three offices away, you may distinctly hear a rasping, thick, yet shrill tone that acts on the human soul like a fret saw on a knotty piece of wood.

In this country we hear too many shrill voices, and sad to say the majority of these belong to cultivated people. We see men or women in a store—and they are talking not only for the benefit of their companions but for the benefit of every other person in the immediate locality. Some are so obsessed with the magnitude of their own personality that they intentionally talk too loud—so that the pearls of their tongue may benefit humanity. Others, assertive and egotistic, talk loudly as a matter of course.

The human mind is curiously sensitive, as is the transmitting diaphragm in a telephone. Bawl into a 'phone, and the man at the other end can't hear what you

say. Speak low, distinctly, crisply, and every syllable carries with the greatest clearness. If a man talks at you in a loud, brass-band tone of voice, he dulls the perception of your intellect by a surplus of sound waves.

We have the big, fat man to whom it is usually due to develop a stentorian, roaring voice like that of a bookmaker at a race track. He may be taken to be jovial, genial, but to listen to him is a condemned nuisance. There is the other sinister, lantern-jawed business man who snaps out his words like a steel trap being sprung. He usually cultivates that tonal effect—he considers that it is a business asset, yet he usually has a bad effect upon the hearer—he is too metallic to ring quite true. There is the man who mutters and grunts; indecisive, incapable of quick, clear thought, trying to express by words what his brain will not impart to his vocal chords.

Lastly there is the quiet methodical business man who never raises his voice unnecessarily; he speaks in a normal tone—a conversational note—clearly, fluently and with short, crisp sentences. What he says carries conviction, certainty. He neither yelps nor shrieks. He has the perfect voice!

Our common language in Canada is sadly distorted. It has developed along so many different lines, and has to pass muster upon the lips of so many different nationalities. Some there are who try to assume an accent or

tone that is a pretence—either a nasal of American origin or a short clipped pseudo-English accent. These things are painful when met with, and for everyone it is best to speak with the accent or intonation peculiar to his land and people, until, perchance, time will effect a change in the tone of his tongue, his manner of expression. Canadian voices can be and are often sweet and beautiful in tone, but for the choice of words we at times could benefit by the use of a standard dictionary. Vulgarisms and slang may be expressive, but they are scarcely grammatical. The fellow who wrote that beautiful old Scotch ballad entitled "Annie Laurie," knew how to value the human voice. Does he not sing:

"Her voice is low and sweet
An' she's a' the world tae me."

The Retailer as a Banker

Time was, as we all know, when the implement dealer had inevitably to wait patiently for the farmers' crop before he got payment for his goods. This relation has been maintained in many localities where it is hard to see the necessity. The implement dealer must sell on time, while other merchants demand, and get, cash for their goods. In short the implement dealer acts as a form of a bank upon which the farmer too often overdraws his account.

Banks, the regular business institutions we mean, are in the business of loaning money. They have facilities, based upon financial conditions and knowledge of the individual, whereby they will

lend money when such can be safely done. It seems, therefore, that there is little excuse for the dealer acting as a banker for such men who cannot get money through the ordinary business channels. If a man can't get money at the bank it seems reasonable to assume that there is something wrong with his security or his status in a business sense. Why then should the dealer, as a plain business man, take the risk of loaning money—that is by supplying goods—to such a type of man.

It seems only logical that a man can't be an implement dealer and a banker at the same time. The load is too heavy for his shoulders. If a man wants to borrow—and is in a condition to do so—the bank is at his disposal; if he can't do business with the bank he would seem to be an unsafe risk for the dealer as a business proposition.

Possibly the condition of the implement business to-day is largely due to just this fact, that it has degenerated into a trust and loan business without the safeguards possessed by this type of business. If dealers don't combine so as to eradicate the possibility of the unit indulging in this loan business they will never get out of this rut in which the business lies. Buying on long time—carrying over unsold goods—there is the crux of eighty per cent of the dealer's worry. When implements are sold on long time, moreover, is it not easy for the farmer to claim defects which do not exist in the goods?

Get Wise—get Busy—get Trade!

Are You Lined Up?

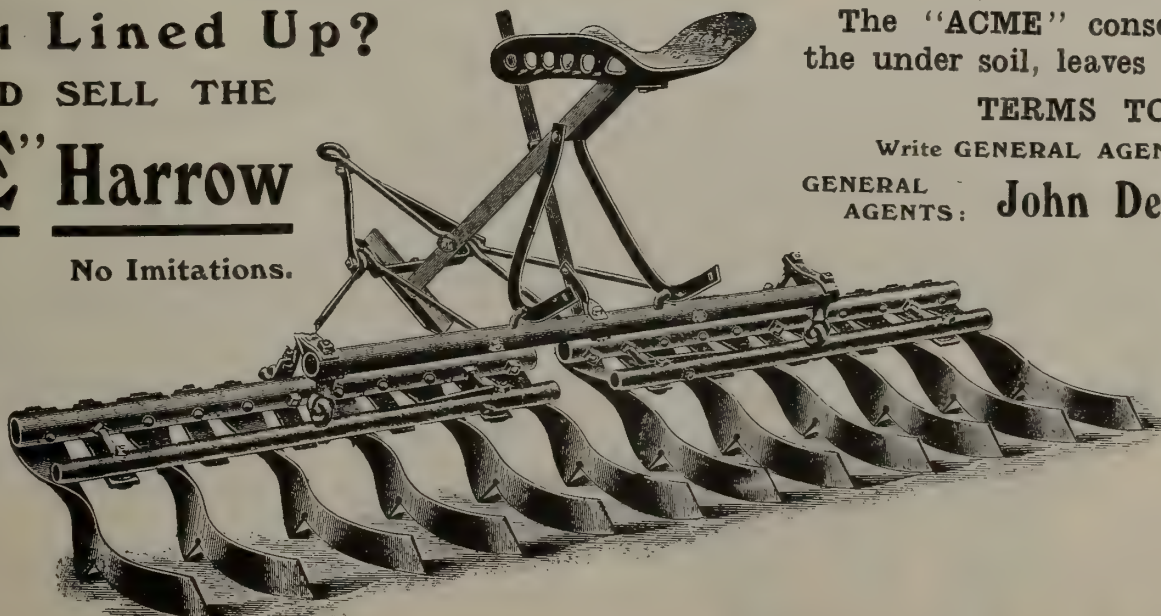
YOU SHOULD SELL THE

"ACME" Harrow

Big Profits.

No Imitations.

Your Agency for the "Acme" is exclusive. Better crops for your customers, greatest yield per acre. Perfect seed beds or the perfect surface mulch for orchards.



The "ACME" conserves moisture, packs the under soil, leaves the surface mulched.

TERMS TO AGENTS.

Write GENERAL AGENTS for Your Territory.

GENERAL AGENTS: John Deere Plow Co., Ltd.

Winnipeg, Man.
Calgary, Alta.
Lethbridge, Alta.
Regina, Sask.
Saskatoon, Sask.
Toronto, Ont.
London, Ont.

MANUFACTURED
BY

DUANE H. NASH, Inc., 307 Division Ave., Millington, N. J.

JOHN DEERE SPREADER

The Spreader with the Beater on the Axle
The Low Down Spreader with the Big Drive Wheels

Get Quality
and
Service



John Deere
Dealers
Give Both

John Deere Spreader

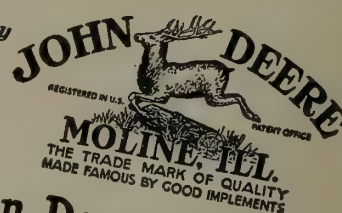
The Spreader with the Beater on the Axle—
The Low Down Spreader with the
High Drive Wheels

A Revolution in the Art of Spreader Building

- 1 All driving parts mounted on rear axle. Just a wagon when out of gear
- 2 Simple in construction. Only one-third the number of parts ordinarily used.
- 3 No adjustments (usually 10 to 20 are necessary) Nothing to get out of order
- 4 Roller bearings make light draft and insure proper lubrication of parts.
- 5 Low down, easy to load. Saves labor and backaches
- 6 Endless apron with positive ratchet feed. Cannot race going up hill. Spreads evenly and does not wear out.
- 7 Steel frame Rigid and simple in construction. Relieves strain when thrown in gear. No sudden shocks on the horses' necks when machine is in operation.

No Adjustments
No Clutches
No Chains

Get Quality
and
Service



John Deere
Dealers
Give Both

John Deere Spreader

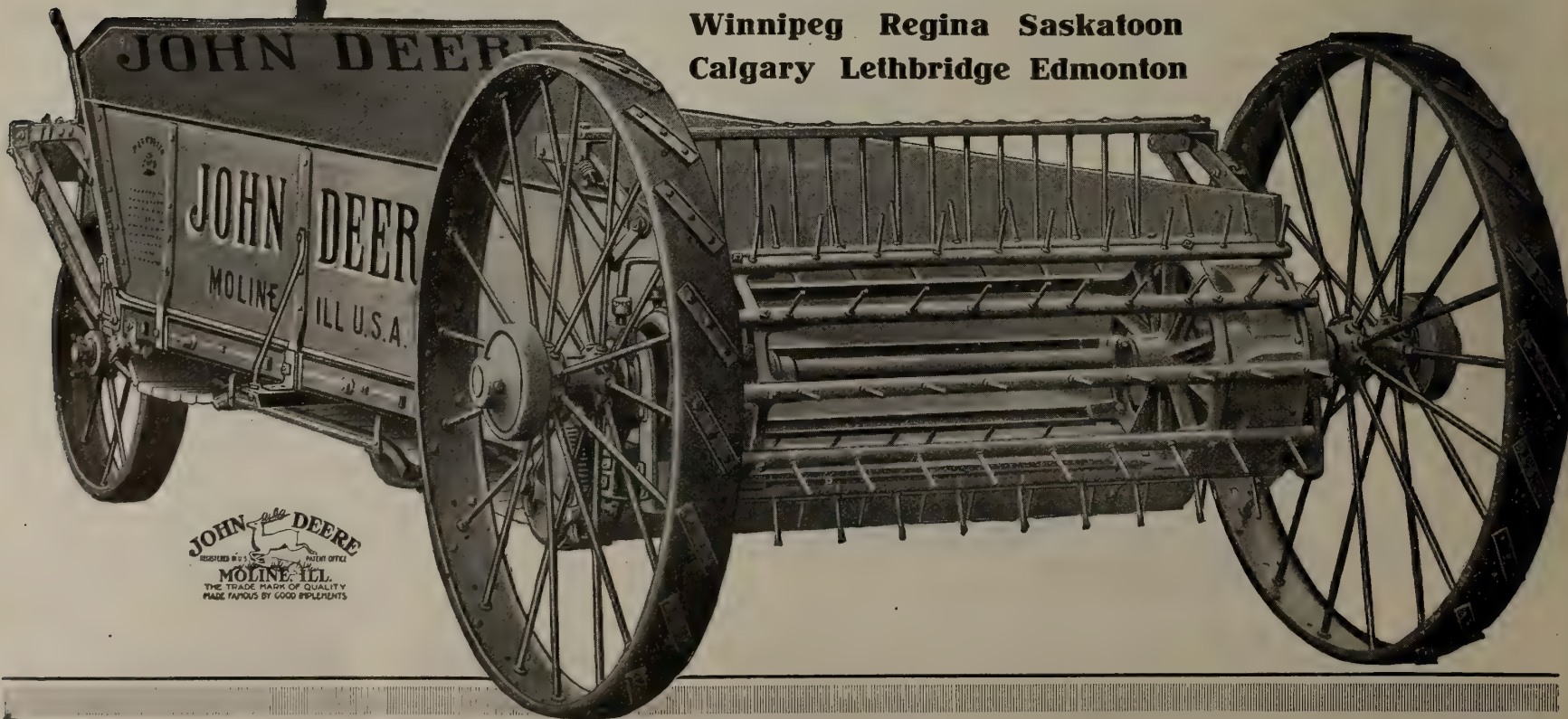
The Spreader with the Beater on the Axle—
The Low Down Spreader with the
High Drive Wheels

A Revolution in the Art of Spreader Building

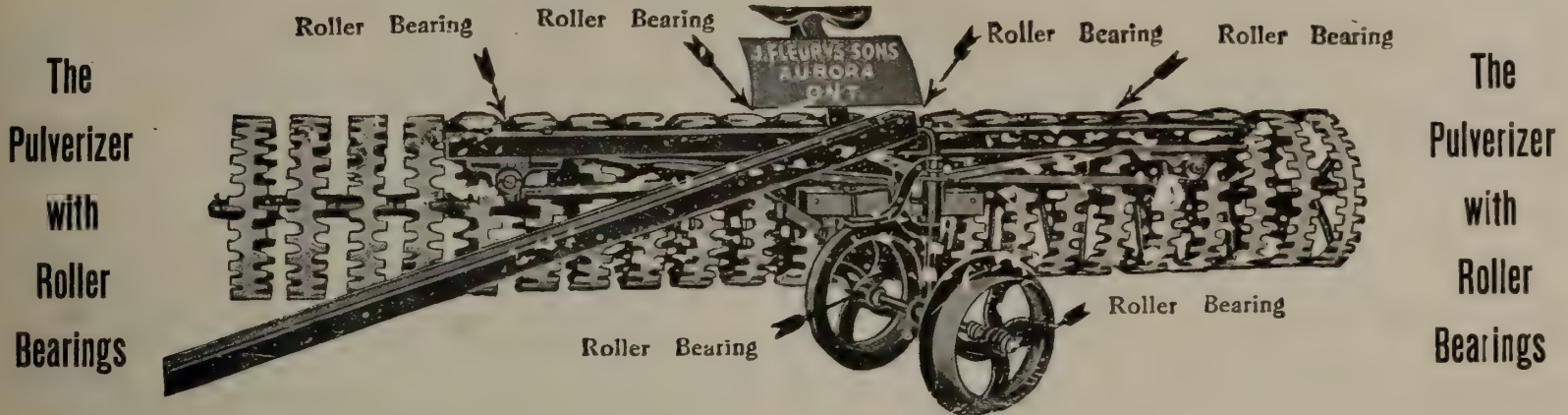
- 9 Steel beater and rake with teeth inserted by patented process. Strong and durable.
- 10 Slanting head-board makes high loading in front possible. Increases capacity
- 11 Only two levers in its operation.
- 12 Easy riding. Steel seat and long double spring.
- 13 Steel eveners light and durable
- 14 Hard oilers. Insure proper lubrication of wearing parts
- 15 Self-aligning axle boxes. Axles cannot cramp or bind
- 16 No clutches. No chains. No adjustments
- 17 High drive wheels and light draft. Insure proper traction
- 18 Easy to assemble. Easy to load. Easy to operate

John Deere Plow Co., Limited

Winnipeg Regina Saskatoon
Calgary Lethbridge Edmonton



FLEURY



Next in importance to good seed is a well prepared seed bed.
The condition of the seed bed may govern the success or failure of the crop.
The ground must be finely pulverized and free from large lumps.
In this way the moisture can be retained to aid the proper growth.
For the purpose of crushing large clods of earth and pulverizing the upper subsoil is the above implement designed.
Weight is necessary to pack the soil and pulverize the lumps.

The Fleury does this work perfectly with the minimum expenditure of power.

Light in Draft-Six sets of Roller Bearings explain this.
Roller bearing tongue trunk relieves the team of all neck weight.
Your customers are looking for the most improved and modern machines. They are not going to drag the life out of their horses hauling a heavy pulverizer, when they can get a pulverizer that will do perfect work with less power and expense.

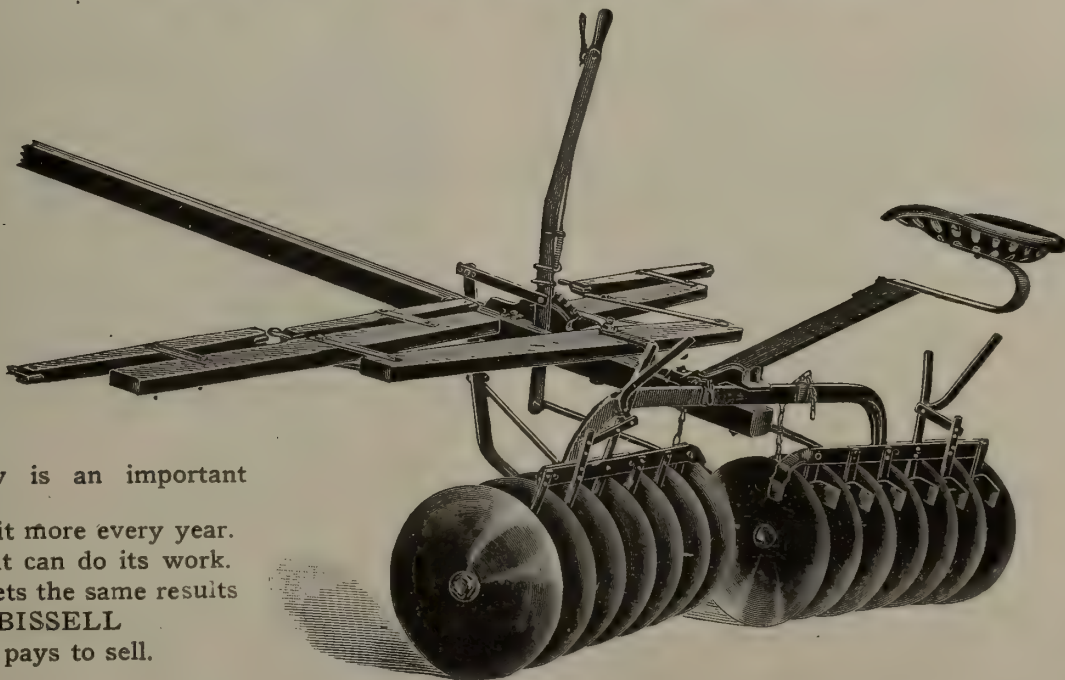
You can get the Trade of your Territory with the Fleury Roller Bearing Pulverizer.

BISSELL

The Harrow that has made good.

The Disc Harrow is an important implement.

Farmers are using it more every year.
No other implement can do its work.
No other harrow gets the same results
AS THE BISSELL
The disc harrow it pays to sell.



The King of Disc Harrows

Farmers state that they can do better work with one stroke of the "Bissell" than three strokes of other makes.

Sell the Harrow that it pays your customers to buy.

The Bissell Disc Harrow is famous for its tremendous capacity.
In hard land or tough ground, it has no equal.
Discs are a special shape and thoroughly pulverize the soil.
Frame is one single piece of heavy steel, arched, giving plenty clearance.

John Deere Plow Co., Limited

Winnipeg Regina Saskatoon Calgary Lethbridge Edmonton

A Criticism of the Implement Business

Not only in Saskatchewan, but in all three of the Prairie Provinces, we have recently been treated to a considerable amount of severe criticism of the type of implement dealer who, it is alleged, takes advantage of the long-suffering farmer by selling him machinery to the value of, say \$4,000 or \$5,000, on lien notes, thereby jeopardizing the entire financial future of the agriculturist.

In this connection, the Saskatchewan Farmer, in a recent article, suggests a remedy for this system of doing business by notes of large amount. It states that the purchaser—"a poor man"—has the idea that he could handle machinery and that if he only had a chance he could, by threshing and breaking land, very rapidly recoup his meagre fortune and make a lot of money. Logically this agricultural journal states that the farmer never considers the fact that with a plow, seed drill and binder in the past he has found it a hard effort for him to make ends meet at the end of the year. In continuing, it asserts that fifty per cent of our Western threshermen will give as their experience, that taking one season with another, there is no money in threshing on account of hard work, long hours and dear labor, broken time and uncollected accounts.

"It is no wonder, then," says our contemporary, "that an inexperienced man should fail in meeting payments on his machine, as they fall due. A second or third year sees the finish of the machine and the foreclosure on everything that the man has."

The Remedy Suggested

The remedy suggested by this journal is that it be enacted that a note on machinery is not collectable by law unless at least one-third of the original cost has been paid in cash at time of purchase. Two notes might be given in the usual form for the balance, one payable in one year, or at close of season, the other in two years, with interest specified. To the left of the usual note, it is suggested that a memorandum be laid out, as follows:

Place	
Machinery	
Total Cost	\$3,000
Cash Payment	\$1,000
This note for 1 year	\$1,000
Note for 2 years	\$1,000

On the second note the entry would be the same down to:
Note for 1 year\$1,000
This note for 2 years \$1,000

All notes made payable at a local bank named by the purchaser.

As a result farmers should plan ahead for the purchase of machinery, depositing, from time to time, money in their bank, until they were ready to purchase.

One suggestion made, we think is worth considering, giving it in full as published. It says:

"If agents came to farms they should be treated courteously, given a meal and horses fed, charge them 75 cents a meal and 50 cents for horses, the same as farmers pay when they come to the city. It is a straight business transaction, not charity, and not in any sense to be considered as the treatment meted out to farmers travelling. The machine business would soon all be done with firms in cities, towns, and villages. One class of middle men would thus be disposed of, and machinery would drop in price, we venture to say, at least 10 per cent, possibly 20 per cent, for one-third cash payment would be a big factor in reducing the cost."

The percentage of reduction in cost is open to criticism, while the location of the business in farm machinery would not appreciably be altered from its present situation. We are, however, of the opinion that there is assuredly no reason why the farmer should "grub-stake" the agent while en route. In conclusion the Saskatchewan Farmer says:

"It would have been better for many new settlers if they could not have purchased so much machinery on credit.

"Banks could handle the notes for collection much cheaper than could special collectors; the managers would know the farmers personally and under certain conditions might assist farmers to settle the machine notes in full, taking a note for a few months for any balance a farmer was short.

"Make it illegal to collect any machinery note on which one-third of the original cost had not been paid in cash at time of purchase, and we will not hear anything more about farmers combining to pay the 'fine and costs' of the one who drives a collector, by force or otherwise, off his farm."

"If implement firms or agents are so anxious in helping farmers as to exchange implements for notes, let them do so. If notes are not paid, suit against the farmer shall be permitted, but seizure shall only include the subject matter of the debt, and the farmer shall be free from further obligation as to that particular debt.

"An act covering this mode of procedure should be made a statute, and a statutory lien note, covering the specified article only, should be compulsory.

"This remedy would soon drive machine men to seek the first remedy given.

"Too much credit has been the cause of all the trouble. It may rectify itself before another year passes without any legislation."

Some of the suggestions embodied in the article are most reasonable, and are stated without the rancor too often shown in the treatment of the subject. We feel sure that the vast majority of implement dealers would welcome any system whereby 33 1-3 per cent of the original cost would be paid at date of purchase, whatever the magnitude of the sale. Money in hand means as much to the dealer as to any other retailer, and we must admit that much of the opprobrium which of late has been levelled at the trade has been due to the action of the type of man who is too eager to sell at any terms, with evil results to both himself and the purchaser. The latter, it must be admitted, cannot have even "horse sense," since we have a proverb regarding the equine race which, although hoary with antiquity, is none the less true. It says: "One man may lead a horse to the water, but twenty will not make him drink."

Assurance in Extending Credit

In spite of bank reports, the querulous declamations of writers in the agricultural press, and a thousand and one other facts that attempt to prove the utter uselessness of, and Shylock-like personalities possessed by, the implement dealers of Western Canada, we will shortly be confronted by the ubiquitous farmer who will be asking for credit as in past years. The stock of cash will be considerably depleted, especially in districts where last year's harvest was a poor one.

It, therefore, behoves the dealer to consider his credit business for 1914, and to make plans to improve on it as far as is possible.

Credit cannot be granted to all and sundry in a haphazard manner, and the dealer who indulges in that class of business soon will have a rich harvest of trouble on his hands, moreover it is such men who give rise to the constant pleas which appear in the agricultural press, that "the implement dealer makes it too easy to buy goods."

Where credit is granted it should be upon some regular system. No retailer without a certain commercial status should get credit from a manufacturing or wholesale concern, until he satisfies them as to his financial condition. In the same way it is utterly at variance with all true business principles to give credit to any farmer without knowing at least a fair amount about him, his resources and when he can be expected to square the account. Let the dates be definite and clearly understood by both parties to the deal. A prominent hardware publication says, and says rightly, that in a small or moderate sized retail business, no one except the owner or manager should be allowed to grant credit, and that he should only do so when he has received full information from the customer, the facts being taken down in a special book while the customer is present. Such a procedure seems simple, and impresses the customer with the knowledge that he supplied the facts as noted. Know the character and resources of the customer, and have from him a definite promise of payment at a certain date, which information and promise should be carefully written down in his presence. The results that have been found by this particularity in granting credit have time and again proved to be out of all proportion to the effort required to record the necessary facts. The day has long since passed when the giving of a note is considered as payment of the account.

Using Waste Heat

In the use of most small gas engine installations no attempt has been made to recover the heat carried off by the exhaust and jacket water. As this available heat totals about 68 per cent of the total heat supplied the engine, a great saving could be effected. In a plant in Long Island, U.S.A. both exhaust and jacket water are used for heating the factory, with a resultant saving of about \$300 yearly. This plant has been in operation for about six months and gives entire satisfaction.

GET OUR 1914 PROFIT SHARING PLAN

Every progressive dealer wants more trade from the farmers in his territory this year.

You seek a larger market and a steadily increasing, profitable business. So do we. Our interests are mutual.

We manufacture a complete line of power farming outfits—outfits which enable the farmer to do his work easier, cheaper and live more comfortably. You can feel perfectly safe in recommending and selling

HART-PARR

Oil Tractors—Self and Hand Lift Plows— “Money Maker” Threshers

because they are thoroughly reliable and once sold, stay sold, besides creating satisfied customers, who gladly say a good word for them and for you.

If the foregoing suggests to you the big trade-cementing, profit-making possibilities of the Hart-Parr line, we'll be glad to hear from you and explain our generous 1914 profit sharing plan for dealers. At the same time we'll show you why it is easy to sell our line and tell you fully about the fine sales and advertising co-operation we extend dealers.

Hart-Parr Company

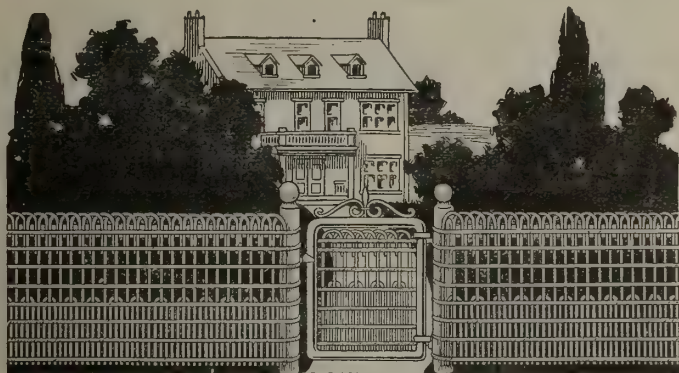
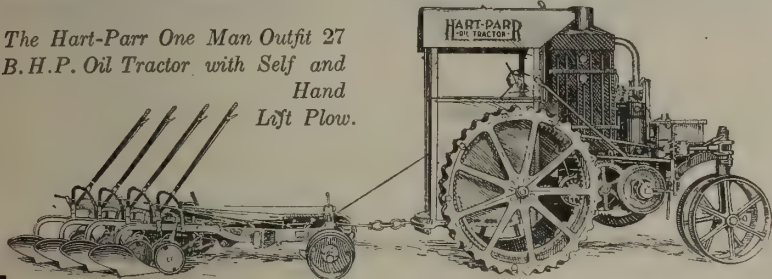
36 Main St., Portage la Prairie, Man.

1622 8th Ave., Regina, Sask

63 West 23rd St., Saskatoon, Sask.

The Chapin Co., 331 8th Ave. West, Calgary, Alta

The Hart-Parr One Man Outfit 27
B.H.P. Oil Tractor with Self and
Hand
Lift Plow.



Establish a Profitable Ornamental Fence Department

Handle a line of fencing that is bound to give long continued satisfaction—fencing that not only protects but beautifies property, as well—fencing that can't help bringing more trade to your store. Such is

Peerless Ornamental Fencing

Every stay is made of strong, stiff wire that will not sag. This fencing is made from galvanized wire and in addition, is given a coating of zinc enamel paint, thus forming the best possible insurance against rust. Peerless fence is easy to erect and will hold its shape for years to come. We also build a full line of ornamental gates.

Send for Dealers' Proposition

Get our literature showing many beautiful designs for lawns, parks, cemeteries, etc. Also ask about our farm fencing and gates.

The Banwell-Hoxie Wire Fence Co., Ltd.
WINNIPEG, MAN. HAMILTON, ONT.

Our Lines Increase Profits

And help to establish a large business
Write at once for our Agency Proposition

ON

Raymond Sewing Machines

And The

Raymond

“Superior” Cream Separators

A 600 lb. Separator at the price of a 300 lb.

An entirely different machine from all others, The Raymond Superior has all the points of excellence requisite in a good separator, simplicity, durability, convenience, appearance, efficiency; self balancing bowl and perfect skimmer.

Our prices are within the reach of every purchaser, and the profits to agents most generous.

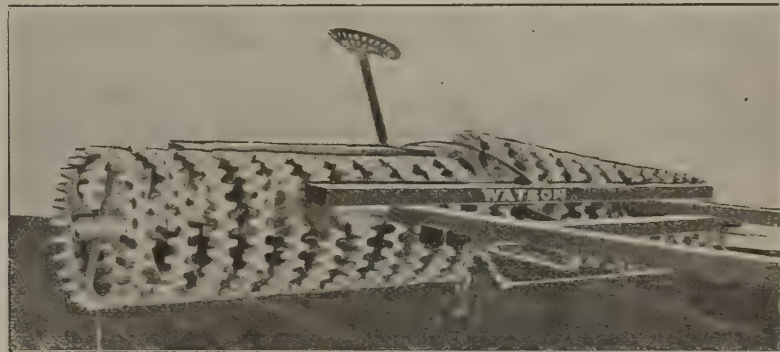
WHY NOT INVESTIGATE?

Send a postcard to address below and you will receive full particulars.

The Raymond Manufacturing Co.

(of Guelph), Limited

80-82 LOMBARD STREET, WINNIPEG, MAN.



WATSON'S Flexible Pulverizers

The preparation of the seed bed with a Watson's Pulverizer ensures a perfect state of soil for storing up moisture against undue dryness of weather. This Pulverizer not only crushes the hard lumps of earth and packs the soil around the seed, but leaves a rough surface which readily absorbs water and prevents soil from blowing.

We make it light draft, easy on horses. Weight of poles is counter-balanced by placing seat on the rear sill, thus avoiding excess of weight on horses' necks. Removable boxings on each wheel and in centre castings make oiling easy. Two sizes for three or four horses, as follows:

OUR LINE INCLUDES

Feed Cutters (seven styles) Pulverizers
Farm and Bush Sleighs Bevel Jacks
Whiffletrees Boss Steel Harrows
Harrow Carts Warehouse Trucks
Wood and Pole Saws Roller Crushers
Boss Wood Harrows Grain Grinders
Light Delivery Sleighs
Channel Steel Harrows
Root Pulpers Wheel Barrows
Horse Powers

16-wheel size, width 10 ft. 6 in., weight, 2,100 lbs., offset pole supplied.

22-wheel size, width 24 ft. 6 in., weight, 2,800 lbs., two poles and pulley hitch supplied.

Write us for special prices.
Send for our New Catalog.

WE ALSO HANDLE:

Heider Eveners, all sizes, and Janesville Gang, Sully, and Walking Plows, Disc Harrows, etc., also Repairs for all Moline Implements.

John Watson Mfg. Co.
LIMITED

CHAMBERS AND HENRY STS., WINNIPEG

The Value of Modern Implements

Man without farm implements would be a helpless creature, and would find it impossible to maintain his supremacy over the lower animals. Given the implements he becomes their superior in the schemes of things. Machinery has revolutionized our manufactures and trades, but beyond all our agriculture. In separating cotton fiber from its seed one man can now do more than a thousand men could have done 120 years ago. In spinning and weaving cotton one man can now do as much as seven hundred men would have done 150 years ago! Even now we have men still alive who can remember when—even in the old and settled countries of the earth—grain was cut by the sickle and threshed by the flail, the chaff being separated by the winds of heaven. Up to 35 years ago most of the crops in Europe were threshed by the flail—while in the unchanging East we still find the muzzled ox treading the grain. The effect of modern machinery has been to cheapen farming operations to a wonderful extent.

A few years ago an eminent British agriculturist gave evidence

before the British Commission of Labor, taking as example the harvesting of a field of 41 acres of grain crop in the different ages wherein the sickle, scythe and self binder were used.

Reckoned in the days of labor of one man, to reap the field by sickle would require 144 days! The actual time for one man to reap it by scythe was 65 days. In the year 1887, quotes this authority, the same field was cut by a self-binding reaper, and put into stook in three days, three men being employed, which equals nine days work. There is the ratio of this 41 acre patch of grain; sickle, 144 days; scythe, 65 days; binding reaper, 9 days. And the latter time was at a date when the reaper used is now utterly obsolete. So even at that time the reaper did the work in one-seventeenth of the time required by the sickle.

According to the evidence of this old farmer this farm of 41 acres produced 600 quarters of wheat, which transformed into Canadian measure would amount to 250 bushels. At the present time we can easily reckon with our modern appliances how long it

would take for the binder, sheaf loader, separator and wagon to deliver the 250 bushels. The contrast is appalling! Can we then find any branch of human energy where machinery has done more good than in this handling of the products of the earth? Many are the men who can tell of how in Europe you may see peasant women running a rut along the crest of turnip drills with a hoe while a man follows planting the seed and another woman wearily drags down the drills a bunch of brush wood whereby the seed is covered. In contrast to this, consider our modern planters! It is beyond the brief scope of this article to consider how far machinery has replaced hand labor, but, although any country desires rural population, it cannot afford to farm without modern appliances, or it could never hope to face foreign competition. The cry in Great Britain is to cut up the large farms, but by multiplying small holdings, unless these be near large cities, the result is bound to be economic failure. The small farm cannot buy or economically work modern farm implements, so it seems that the present calls for the power farmer, the large area and the progressive use of farm implements and machinery.

At all events the figures quoted, which are abstracted from actual records which were minutely recorded, give in the fullest sense the value of modern farm implements to the agricultural communities of the world—and, beyond them, to all mankind.

The Question of Territory

"Foremost in the consideration of any given territory is the question of the number of contracts within its boundaries. It may be that too many contracts have been placed in any one territory, yet the fact remains that a great many dealers, if they had their choice, would want to cover twice the area that they could in reality work successfully. Many manufacturers could bear out that statement, and it is largely the result of the mistrust and lack of confidence possessed by too many retail dealers that leads to this territory grabbing spirit that exists to such an extent," said J. A. Craig at a recent convention of retail implement dealers.

It has been proven beyond all question of doubt that a territory well worked is much better than a large territory poorly covered, and can be handled at a much greater profit. We manufacturers who have kept a close record of our expenses have sufficient evidence to prove this statement,

which I see no reason will not apply equally as well in the retail trade.

The possibilities of expanding one's business in the implement and vehicle line by personal solicitation, as we all know, are much greater than in any other line of business in the country. A man handling a general merchandise line, as it is known, does not, as a rule, solicit business only through advertising, while in the implement and vehicle line it is necessary to use all kinds of inducements to get our customers interested sufficiently to make purchases, and especially is this true in introducing what are known as "new articles," which are constantly being placed on the market. It is often necessary to make practical demonstrations to prove the value of such articles, and we all know that many progressive retail dealers make their best profit in introducing and selling specialties. One cannot cover very much territory and work their trade in that manner.

I am confident that the most successful dealers in this country are the ones who are handling a varied line, and have something to sell throughout the entire year."

Experimental Plowing in Kansas

The Kansas Experimental College made a plowing experiment that resulted as follows: Ground plowed 3 inches deep, on July 15, and worked after plowing produced 21½ bushels of wheat per acre. Ground plowed seven inches deep on same day, and worked in a similar manner produced 35 bushels per acre. Ground not plowed at all but disked at seeding produced only 9½ bushels of wheat per acre.

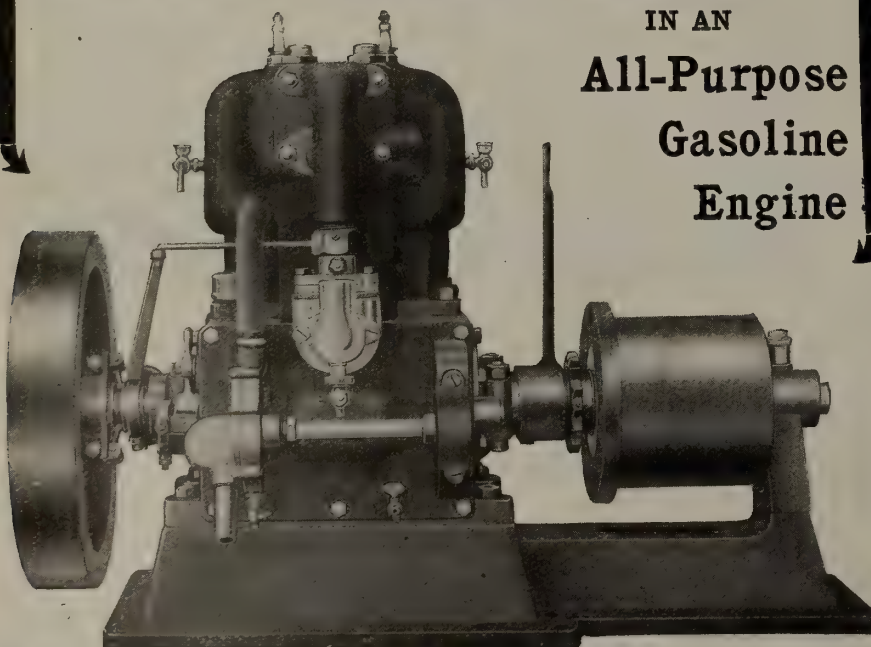
Land in all respects similar to above tracts was plowed seven inches deep on August 15 and worked producing 32¾ bushels per acre. Another field plowed seven inches deep on the same day, but not worked until Sept. 15, produced 28¾ bushels per acre. A field that was plowed only three inches deep on September 15, and worked immediately, produced 16¾ bushels per acre.

This goes to show that the conservation of moisture in the middle west calls for deep plowing and immediate working of the surface. Any field not in crop, so that it can be worked, should be harrowed or stirred after a hard rain, so as to prevent crusting and loss of moisture, if moisture is naturally scarce, as is the case in certain districts of Western Canada.

Even an expert burglar can't pick a lock from a bald head.

LAST and BEST

IN AN All-Purpose Gasoline Engine



6-8 H.P. 4 Cycle 2 Cylinder

Weight only 325 lbs. Speed 600 to 900 R.P.M.
Cylinder 4 x 4 inches. Power 4 to 8 H.P. Fly Wheel 14 x 4 in.

The remarkably light weight of this engine is obtainable only in this advanced type of construction. With its light weight it is the most compact and convenient engine to handle on the market. Its size adapts it perfectly to every kind of work on the farm. Length of base, 29½ inches; width, 8 inches and 12 inches; height of base, 4½ inches, to crank shaft, 8½ inches; total height 24 inches; shaft, 1½ inches.

Also built in special electric light type with double fly wheels. Regularly mounted on wooden skids: includes ignition system, etc., ready for operation. Magneto to order. Get our full specifications.

WRITE FOR DEALER'S PROPOSITION AND FULL PARTICULARS.

Cushman Motor Works of Canada, Ltd.

210 Chambers of Commerce, Winnipeg

Divisional Sales Managers, Rumely Co.



W. I. Shaw



J. S. Witmer

Two new divisional sales managers have been appointed by the Rumely Products Co., Inc.—W. I. Shaw, in charge of Eastern, Southern and South Western business, and J. S. Witmer who will have charge of all the Western, North Western and Canadian branches.

Mr. Shaw, whose pleasant personality is here reproduced from a photograph, is an experienced implement man, having been connected for fifteen years with the Walter A. Wood Reaping Machine Co., Hoosic Falls, N.Y. During that period he was in charge of credits, collections, and from 1906 was sales manager. During the last six years of his connection with the reaper concern, greatly increased business testified to his value to the company. On May 1, 1913, he joined the Rumely forces, touring the North West and later assisting in the organization of the Harrisburg and Rochester branches. His headquarters will be at the Rumely general offices, Commercial National Bank Building, Chicago.

J. S. Witmer, whose photograph we reproduce herewith, was recently made Divisional Sales Manager for the Rumely products Co., Inc., in charge of the West, North West and Canadian branches. Mr. Witmer is widely known to the farm machinery world, and he has been connected with implements all his life. He was born and raised on a farm in Ohio, later becoming a local im-

plement dealer, thereafter entering the factory side of the business from which he developed as a sales expert.

For a number of years Mr. Witmer was associated with the J. I. Case T. M. Co., starting with them as an office clerk. In their

service he developed into head of the repair department at the Winnipeg branch. Thereafter we find him a salesman on the road for two years, gaining experience in both sales and collections. Later he opened the Calgary branch for the Rumely Company, was made branch manager at Winnipeg and subsequently Factory Sales Manager. From the latter position he was transferred to the post of branch manager at Saskatoon, being shortly after raised to the onerous position of Canadian Sales Manager, and now, as above stated, Divisional Sales Manager. It will be seen that his career has been one of steady progression, and well and favorably known to the implement fraternity of Western Canada, we welcome him to his important position with the Rumely organization.

Parcel Post Rates in Manitoba

The parcel post system for Canada will be inaugurated Feb. 10. The rates of postage on parcels mailed in the province of Manitoba vary as follows according to weight:

Parcels to any P.O. within 20 miles, although that area extends into an adjacent province, from 1 lb. for 5 cents grading to 11 lbs. for 22 cents.

Parcels to any P.O. beyond 20 miles radius, but within the Province of Manitoba: from 1 lb. for 10 cents, to 11 lbs. for 50 cents.

Parcels to any P.O. in Ontario or Saskatchewan: from 1 lb. for 10 cents to 11 lbs. for 70 cents.

Parcels to any P.O. in Quebec or Alberta: from 1 lb. for 12 cents to 11 lbs. for 92 cents.

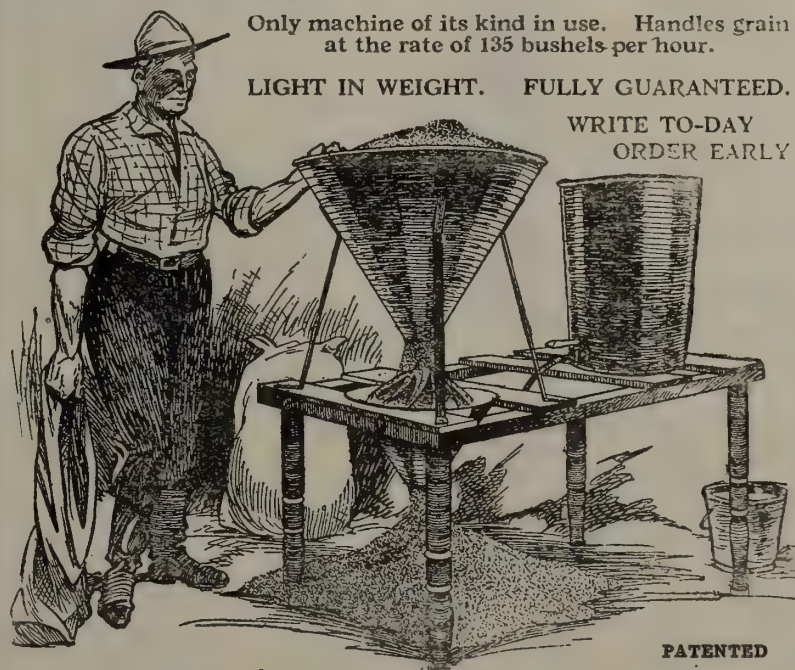
Parcels to any P.O. in the Maritime Provinces or British Columbia: from 1 lb. for 12 cents to \$1.14 for 11 lbs.

Yet Another Fuel

Yet another liquid fuel for the automobile and other internal combustion engines is announced in British newspapers. It delights in the name of Economin, and has for its base 80 per cent of kerosene, the remainder being chemicals which form an emulsion. The mixture is distilled, producing a fuel which (in England at least) is cheaper than gasoline. Like the other two hundred odd fuels which have recently been discovered it is claimed to give perfect combustion, more power, no carbon deposit and is odorless.

The stingy man may be open to suspicion in spite of the fact that he is close.

The Stratford Automatic Seed Grain Pickler



Only machine of its kind in use. Handles grain at the rate of 135 bushels per hour.

LIGHT IN WEIGHT. FULLY GUARANTEED.

WRITE TO-DAY
ORDER EARLY

PATENTED

THIS Automatic Seed Grain Pickler instantly appeals to every farmer. It absolutely kills smut on any kind of grain, and is self operating. Will use either bluestone or formaldehyde. It combines lightness in weight with strength and rigidity. Leading Western farmers have used it for years—and swear by it. Over 2,500 sold last year. This is the pickler for your trade; it pleases every purchaser. Write to-day for full particulars and prices.

**The Dealer who Handles
the "Decker" Line
Makes Money**

For 39 years we have been manufacturing the "Decker" line of Threshing Machinery. The popularity of our Engines and Separators makes them a valuable asset to any agent.
Engines of 18, 20, 22 and 24 H. P. "Decker" Separators in following sizes: 24-46; 28-50; 32-54; and 36-60.
Simplicity, Efficiency and convenience in handling are the features that have made the "Decker" Line a sure seller.

AGENTS WANTED. WRITE FOR CATALOG AND FULL PARTICULARS

The Macdonald Thresher Company, Limited
232 Chambers of Commerce (P.O. Box 1296) WINNIPEG

Standardizing the Farm Wagon

During the annual convention of the American Society of Agricultural Engineers, on December 30 last, E. E. Parsonage, Secretary and Manager of the John Deere Wagon Co., read a paper on the above subject. From the nature of his business, and his wide knowledge of the subject, Mr. Parsonage is worthy of quotation in this respect, and we, therefore, give a few excerpts from his address.

He pointed out how manufacturers of farm implements had of late years very largely adopted steel construction, yet wagons being very largely built of wood it was imperative that they be standardized so that economy could be effected. Already wagon manufacturers have done much toward standardizing wheel heights, and have formulated rules regarding the grading of wood stock. Axles, poles, etc., are standardized as to raw sizes, whereas in the past each manufacturer cut to his own patterns, a great amount of waste being the result.

By reason of all wagon factories being compelled to cater to the individual needs of wagon users all over the country, an ordinary farm wagon is costing the manufacturer, and of course the farmer,

several dollars more per unit than would be the case if farm wagons were classified and built more from a practical standpoint.

If the manufacturer studies the needs of the consumer and builds a line of practical wagons, and does not listen to the freak theories and whims of the purchaser, as many manufacturers have done, a greater efficiency could be maintained.

The farm wagon of to-day is strictly a freight wagon and its purpose is to haul farm loads. Therefore, its use in practically all the country is precisely the same, and there is no more real need of the very large variety of construction and sizes than there is in watches, or any other article of universal use.

"Why should wagons be made and marketed in any given locality so as to give the merchant anything and everything he wants, regardless of the adaptability of the wagon from a practical standpoint or the effect of the various tire equipment upon the roads?"

Herein is a point of vital interest: the tire equipment of the wagons based on approximate loads, and of such widths as will ensure the saving of roadbed rather than its destruction. As a

sample Mr. Parsonage read a copy of one order from a dealer, for a carload of 30 wagons, and this order called for 14 different varieties; size, wheels, tires and reaches all being different! Such a condition—in the supply of one given district where the roads and general class of haulage were similar—seems ridiculous.

The speaker then went over the sizes of standard 2-horse farm wagons, as designated by skein measurements: they are as follows: 2 3-8 x 7; 2½ x 8; 2¾ x 8½; 3 x 9; 3¼ x 10; 3½ x 11; 3¾ x 12; 4 x 12.

"Each of these eight classes of wagon is built in all sorts of equipments—different heights in bolster stakes, wide track, narrow track, wide track, narrow bed, slip pole, drop pole, wheels 36-44; 40-44; 40-48, etc., etc.

"Let us take, for instance, a usual selling size of wagon; the 3¼ x 10 wagon. Now, if a large factory, should have on hand to-day the 3¼ x 10 size of wagon

"Consider, for instance, a 2½ x 8, and a 2¾ x 8½—2-horse wagon. It requires an expert to tell the difference, which in carrying capacity is only nominal, as there is only 35 to 50 lbs. difference in the weights of these sizes. The box equipment, poles, axles, are the same. One wagon could easily take the place of two, only the salesman has been educated to sell both sizes—the merchant to think that he needs them. He accordingly buys them from the salesman and impresses the farmer with the fact that the two sizes exist. And, as a rule, either size would sell equally well, and give as good service.

"We have at present eight sizes of 2-horse wagons. Suppose we give no incentive for the purchaser asking skein measurements; forgetting the skein entirely. A farmer wants a light 2-horse, or a medium 2-horse wagon. Suppose we recommend that 4 sizes of 2-horse wagons be

SUGGESTION FOR STANDARD TIRE EQUIPMENT

Wood Axle Cast or Steel Skein.	Size	Solid Steel Axles Size	Tubular or Hollow Axles Size	Width of Tire Size
One Horse	2½ inch. 2¾ inch.	1½ inch. 1¾ inch.	1½ inch.	1½ inch. 2½ inch.
Light Two-Horse	2⅞ inch. 2½ inch.	1⅞ inch. 1¾ inch.	1⅞ inch. 1⅞ inch.	2½ inch. 2½ inch.
Medium Two-Horse	2¾ inch. 3¼ inch.	1½ inch. 1⅞ inch.	2 inch. 2½ inch.	2½ inch. 3½ inch.
Standard Two-Horse	3¼ inch.	1¾ inch.	2⅞ inch.	3½ inch.
Heavy Two-Horse	3½ inch. 3¾ inch. 4 inch. 4¼ inch. 4½ inch.	2 inch. 2¼ inch. 2⅞ inch. 2½ inch. 2⅞ inch.	2⅞ inch. 2⅞ inch. 3⅞ inch.	4½ inch. 4½ inch. 4½ inch. 5½ inch. 5½ inch.

only, and one each of all the styles and forms of equipment demanded by certain districts of the country, so that they could ship any equipment asked with an hour's notice, they would require to have on hand—

"640 different styles of gears;
"157 different sets of wheels with various heights and tire widths;
"140 different styles of wagon boxes.

"This is a condition that is appalling, and these figures will hardly be believed by the wagon manufacturer himself, unless he spends a week or more tabulating the various equipment he is compelled to furnish.

"I have in mind," said Mr. Parsonage, "four avenues of standardization, viz.: First, standardizing and simplifying the sizes of wagons; second, standardizing the track of wagons; third, standardizing and simplifying wheel heights; fourth, standardizing tire widths and thicknesses.

bought instead of eight, sizing them as follows:

"Light 2-horse wagon—equals standard 2½ x 8.

"Medium 2-horse wagon—equals 3 x 9.

"Standard 2-horse wagon—equals 3¼ x 10.

"Heavy 2-horse wagon, such as is used for teaming work, logging, hauling wood, etc.—equals 3¾ x 12.

"The result would be that the manufacturer would gain by having less sizes to produce. Jobbers and retailers would also gain by their stocks being simplified; they would carry less stock in order to supply their trade, and the customer would be quite as well fitted for his needs in every respect.

"All variation in track widths should be done away with, for at the present in the United States there are no less than six widths of track, allow the common variation is between the narrow track 4 feet 6 inches, center to center, and the wide track, 5 feet center



Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than
any one in the West.

Get His Prices Before You Order
Brandon Pump & Windmill Works
Brandon Man.



BRADSTREET'S

Established 1849 Capital and Surplus \$1,500,000

Offices throughout the civilized world. Correspondence invited

Executive Offices:

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Calgary, Alta.; Edmonton, Alta.; Vancouver, B.C.

**C. G. SCHAFFTER, Supt., Commercial Travellers' Building,
WINNIPEG, MAN.**

to center. This variation is due to local wagon makers figuring out a track of their own, or the fact that each farmer thinks it essential to buy his new wagon of a track that would fit the ruts made by his neighbors.

"There can be no objection to standardizing the tracks to conform to the standard narrow—4 feet 6 inches center to center. The wide track wagons naturally carry longer axles—therefore, with a maximum load on a given size of wagon, the wagon will stand up longer and stand more hard usage by having a narrow track axle. It may seem ridiculous, but there are towns in several of the states where an implement man is forced to carry both wide and narrow wagons, selling wide track east of his town and narrow track west of his town. The necessity for following the custom as far as track is concerned in any given territory is becoming less and less as the country roads are becoming better.

"Only a few years ago there were a multiplicity of wheel heights—in fact forty-one different heights. The National Wagon Manufacturers Association has striven to reduce this to four heights—36-44; 40-44; 40-48 and 44-52. This attempt has been nearly successful but still some manufacturers fear to lose trade and go on supplying the varied sizes. The reason for this standardizing of wheels can easily be reckoned when we think of the waste entailed in stock by cutting down spokes—which are mostly sawed to equip 44-52 wheels. Furthermore the higher the wheel the greater the strain on both wheel and axle.

"Were a 40-48 wheel made the standard the wagon box would be closer to the ground and loading made more easy thereby. At the present time there are over 50 different widths and thicknesses of tires, demanded by the various heights of wheels and sizes of wagons. This wheel situation is little short of idiotic. Farmers have clung to the narrow tire because of the deep ruts made by the other fellows narrow tires, and when a farmer comes to buy a new wagon he dare not buy a 3-inch tire because four horses couldn't pull the wide tire wagon when the wheels got down into ruts made by narrow tires! We now have over 45 different thicknesses of tire. Some of these thicknesses only vary by 1-16 inch, which seems fine grading and could not be told without measurement. With a 1½ inch

tire we find the following thicknesses; 3-8, ½, 9-16, ⅝ and ¾.

"In conclusion, Mr. Parsonage, pressed the importance of bringing to the public an appreciation of what could be gained by standardization, through every possible medium.

"The various wagon factories could also, through salesmen and jobbers, carry on a definite campaign with the trade and farmers, working towards the same end. He gave some suggestions for standard tire equipment which we produce herewith:

A Drama for Dealers

In one (brief) Act)

Farmer: "This planter looks good to me. How much?"

Dealer: "Forty-two dollars."

Farmer: "All right. Load it into the wagon."

Dealer: "Just a minute. Cash or credit?"

Farmer: "Oh, don't worry about that. I'll fix it up with you after harvest."

Dealer: "Very well; sign here, please."

Farmer: "What's this—a note?"

Dealer: "Yes—for forty-two dollars with interest at 6 per cent."

Farmer: "Well, I'll be blown! Isn't my credit good?"

Dealer: "I'm not questioning your honesty; it's simply a matter of business. Step across to the First National and see how long it takes you to get forty-two dollars on an unprotected, non-interest bearing request."

Farmer: "But I can get the money, though."

Dealer: "And pay interest, too. You ask me to give you the use of my money for six months, or in other words to finance your summer work. I can't afford to do business in that way. If you want that planter, I'll have to ask you either to borrow the money at the bank and pay me cash, or sign this note and pay me the interest just as you would have to pay at the bank."—Farm Machinery.

Increased Tax on Sisal Fibre

The Mexican Government has imposed an additional export tax on sisal fibre. The increase is equivalent to ⅜ cent per pound, and may have an effect upon future twine prices. The increase in the consumption of sisal fibre, of which practically the total output is devoted to twine and rope manufacture, has been enormous. The exports from Yucatan in 1909 were only 587,846 bales, in 1913, 875,997 bales.

Consider Repair Profits

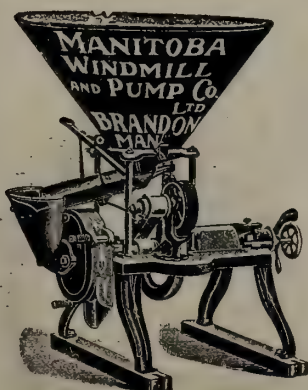
The dealer who handles engines and automobiles should realize the great profit that awaits him in repairs if only he would develop trade in that direction. An exchange quotes an instance of how a dealer in Indiana has a small room—practically a closet—in which he holds over \$1,000 worth of repairs for one make of automobile. And this dealer does not sell autos of any kind! He however, noted that in his territory there were a great many cars of one particular make, accordingly he laid in a stock of repair parts for this car, paying cash in advance for the repairs consequently getting a large profit from each item. After several years he has found that this idea has been a source of constant profit, and he consequently continues to increase his stock. In practically every district of Western Canada one particular car usually predominates as regards numbers. Here then is an opportunity for the progressive dealer to stock repairs so that he is the man on the spot in case of breakdown, saving the auto owner time and trouble.

Economy and stinginess haven't anything to do with each other.



Windmills in all sizes for Power or Pumping

"Manitoba" Floor Grinders, made in 8, 10 and 12-inch sizes, have sold by the thousand. Satisfied owners testify to their quality, and each grinder sold attracts more trade to the dealer.



Made in the West for Western Needs

THE Manitoba LINE

affords a valuable agency for the dealer that he cannot overlook. Our Engines, Windmills, Grinders, Saw-frames and Pumps have stood the test of service. They are made of the highest grade material, machined and erected by experienced mechanics. Every dealer who desires Bigger Business for 1914 should write at once for our attractive proposition.

MR. DEALER

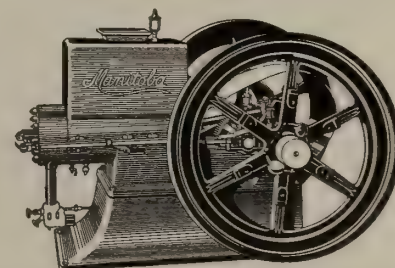
Do you value high-grade goods? If so our line affords you golden opportunities for increasing your sales. "Manitoba" Windmills, made in all sizes, are known throughout Western Canada for their strength and mechanical efficiency. "Manitoba" Engines, horizontal, vertical, stationary or portable, are sure sellers and will give you profit and prestige with your customers.

Buy direct from us, saving exorbitant freight and duty charges and jobber's profits.

WRITE AT ONCE FOR AGENCY TERMS

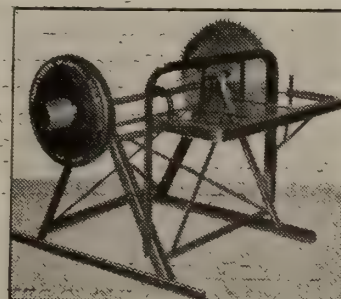
Manitoba Engines
LIMITED

Calgary BRANDON Saskatoon



Gasoline Engines, all styles, 1½ to 40 H.P.

"Manitoba" Steel Frame Saws are rigidly constructed and dependable. Furnished with 24, 26 or 28-inch saws. They weigh only 275 lbs.



The Loader and the Locality

As a general rule the implement dealer does not pay enough attention to the sheaf loader from the standpoint of its practical value. He looks upon it as a machine which has only come upon the scene at a comparatively recent date, and very often questions its capabilities without thoroughly investigating its possibilities. The sheaf loader has had a singularly rapid development, and an even more speedy access and popularity with the grain growers of Western Canada. Its value to the farmer has been readily acknowledged, for he realizes only too well the economy of using the machine, the shortening of his harvest season, the saving of harvest hands and the fewer teams which are necessary to handle the crop.

All this means a saving of money to the farmer, and, moreover, gives him an opportunity to market his grain at an early date. The money which he saves by less costly handling of this grain is available for other purposes, among others in helping to square the past due accounts which he may owe to the implement dealer.

It seems an unwritten law in the world of industry that every innovation has had to overcome the antagonism of a proportion of the popular verdict. In other words, the innovation has always had to "make good." It is only due to the untiring perseverance of the inventors, and their belief in their handiwork that we have to-day many of the inventions which we proudly hail as signposts of mechanical progress in any life of effort.

The user of the sickle criticized the first scythe, the wielder of the scythe scoffed at the now obsolete reaper, and so on down the whole gamut of harvesting machinery until to-day we throw out our chests and point at the train of modern self binders following

the chugging tractor. "There," we say proudly, "see what the brains of mankind have evolved so that power harvesting is now a necessity—not a mere vision of some dreamer." Yet we forget the number of valuable inventions which, there can be no doubt, mankind has lost, perhaps forever, simply because those appealed to considered the idea, and its originator as being a compound of an addled pate and an impracticable mechanism.

It possibly depends more upon the implement dealer than on any other individual whether the agricultural communities are educated to the fullest degree on the opportunities that are made possible by the use of the most modern adjuncts to farming. Among these is the sheaf loading machine; and its value to a vast country like the Canadian West cannot be overestimated when we consider the yearly labor problems that confronts the Western farmer. It is a safe assumption to say that as year succeeds year we shall see those machines become more and more common up our Western farms, and to this end they are of the utmost importance to the dealer who wants to keep in the vanguard of the farm machinery business.

Brevity

The Scot is reckoned to be silent and "dour" in his business life, and, as a gift, there is a good deal to be said for both silence and brevity. In fact, since the aforementioned race are accused of annexing every dollar in sight, it is perhaps well that they are not unduly talkative since they would, perchance, scoop any nation as salesmen were they prone to ease in chin-wagging. A story is told of a famous Scotch physician who tried to live by words of one syllable only. A woman who was sick called at his consulting rooms on day when

the following conversation ensued:

"What's wrong?"

"Throat!"

"Open mouth; poultice, come back."

Next day the woman called as requested, the second consultation being:

"How's throat?"

"Better—how much?"

"Nothing. Sensible woman, good day!"

Rumely Publications

Along with the house organ of the Rumely organization, "Rumely Power, Seed and Soil," we recently received three new publications covering the Advance, Gaar-Scott and Rumely lines.

The Advance threshing machinery is comprehensively dealt with in a forty page booklet

Facsimiles
of Covers
Rumely
Publications



which is profusely illustrated by views of the different sizes of engines and separators, component parts, etc.

The Gaar-Scott line occupies a book bound in a yellow and black cover, a replica of the striping of a tiger, emphasizing the well-known "Tiger" trade-mark of the line. In this edition is featured engines and separators, baling presses, self feeders, grain handling attachments, fuel and water tanks, gang plows, saw mills, etc.

The Rumely line is featured in an artistically made up book which is finely illustrated by views of the product of the company.

These catalogs are now ready

for distribution from the various Rumely branches or may be had on application to the Rumely Products Co., Inc., La Porte,

Doping Gasoline

Many and weird are the ideas that have been evolved for improving the quality of gasoline by dissolving in it some substance. A writer in Motor Print, in a review of such schemes, criticizes the journals who quote camphor for this purpose. He contends that it is strange that people in these days of enlightenment should receive such suggestions with any sort of credulity, particularly those who have any experience whatever in motoring matters.

Camphor is a hydro-carbon, and the only result that can pos-

sibly be expected from dissolving it in gasoline would be to add to the latter a slight increase in carbon. For the purpose of aiding ignition quality it is absolutely useless.

A few years ago picric acid was boomed as a favorite "vitalizer," but picric acid is very hard to dissolve in gasoline, and would merely deposit in the carburetor in the form of crystals. Of course, in the true sense of the word, picric acid is an explosive, and on this account some advantage could be gained from its use. Among the hydrocarbons, naphthalene and acetylene have been often suggested. Acetylene has been tried for some years in order to improve the starting of the engine in cold weather, but very little acetylene can be dissolved in gasoline and it too easily separates owing to vibration in the car.

It has been suggested that some substance which gives off oxygen should be used, and ammonium nitrate has been recommended, mixed with alcohol, for this purpose. In actual use we find that the substance gums up the inlet valves.

Many more or less mysterious liquids have been invented or produced that have been claimed to

The "Bissell" Double Action Disk

is a two-in-one Implement. This Harrow is both In-throw and Out-throw. By hitching 4, 6 or 8 of the Bissell Disk Harrows together in a group, you can have a double action outfit for Engine power and disking on a large scale. The gangs are flexible on the Bissell Harrow and are not too long to fit the hollows made by heavy Engine Drive Wheels.

These same Harrows may be used for double action or single disking with horses.

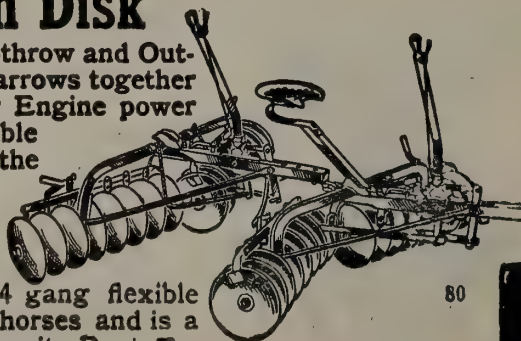
The "Bissell" will make a proper seed bed for you.

Another Bissell special is a 28 plate wide sweep, 4 gang flexible Harrow covering 14 ft. It is nicely handled with 6 horses and is a favorite with many farmers. For further particulars write Dept E

MANUFACTURED EXCLUSIVELY BY

T. E. BISSELL COMPANY, LTD., ELORA, ONT.

Write to any of the Jno. Deere Plow Company's Branch Houses



The Value of Social Clubs

In a recent report, Secretary McCullough of the National Implement and Vehicle Association, gave some interesting information regarding local clubs and the benefits that the retailer derives from them. By scrutiny of different states, we find these clubs exist as follows: three in Illinois, eight in Iowa, two in Michigan, two in Nebraska, ten in Minnesota, eight in Kansas and Missouri, four in Wisconsin and one in Colorado. These 38 clubs started with a charter membership of nearly five hundred members and their success has proved the great value of the movement. The work they do is legitimate and should be supported by every dealer, while it also enlists the sympathy of the farmer, to whom improved service has been a direct outcome of the movement.

Local clubs promote acquaintance among dealers of a locality and by interchange of ideas and information the needs of the consumer are better served. They investigate the cost of doing business, enabling the merchant to distribute the expense of handling each line of goods intelligently, being a vast improvement over old guess methods of making a loss on one article and an exorbitant profit on another. A local club aids the dealer in getting settlement for goods sold, and takes the lead in securing assistance in promoting better methods of agriculture locally. It reduces the selling cost of the dealer and helps him avoid making sales to bad credit customers. Under their sway competition becomes healthy and intelligent instead of mean and petty, greater importance being placed on the quality of the goods and the service than the mere price. Local clubs are favored by manufacturers of the best lines, since it indicates a desire to improve methods and increase business. Some of the reports coined by these clubs in the United States speak for themselves. They read:

"We figure instead of fight."

"We know now what it costs to do business."

"We check up the buyers' statements by telephone, if we doubt them."

"We are friendly with our competitors and help each other out when overstocked."

"We get many new ideas from the other fellow."

"We are making a fair profit on many articles formerly sold at a loss."

A New Motor Plow

Plowing is the most laborious and expensive of all the agricultural operations, and it is by far the greater user of the available time of the farmer. This being so it seems of paramount importance that we find some more easy method of turning over and stirring up the soil. An Omaha man, who is a practical farmer, claims to have solved this power and time problem by the invention of an entirely new contrivance for the purpose, which, according to the inventor, requires less than half the power required by the mold board plow. This invention has so impressed the president of the Union Pacific Railroad that after seeing a rough model at work he turned over to the inventor the machine facilities of the U.P.Ry. shops at Omaha.

The plow is like a huge automobile. Its principal feature is a big cylinder, eight feet long, five feet in diameter and weighing six or seven tons, which forms the hind wheels of the machine. The cylinder is covered with sharp-pointed steel teeth, six, eight or ten inches in length. As it rolls over the ground the teeth stick into the soil and carry the latter up over the cylinder. A second cylinder, close behind, likewise provided with teeth, rakes the earth off and drops it back in a finely pulverized condition.

Now, a team of horses engaged in plowing travel a mile and a half, or possibly as much as two miles, an hour. A traction power plow covers ground at a rate of possibly two and a quarter miles an hour. But it is claimed for this new automobile plow that it runs so light that it travels from four to five miles an hour, and does a better job.

A Dealer's Calendar

J. A. McEwen, Togo, Sask., kindly sent us one of his 1914 wall hangers, which is quite up to the usual high standard that Mr. McEwen yearly circulates among his friends and customers. A piece of excellent color work, it represents a most prepossessing young lady beneath a bower of exotic foliage. We feel sure that his trade will greatly appreciate the artistic production of this enterprising implement dealer.

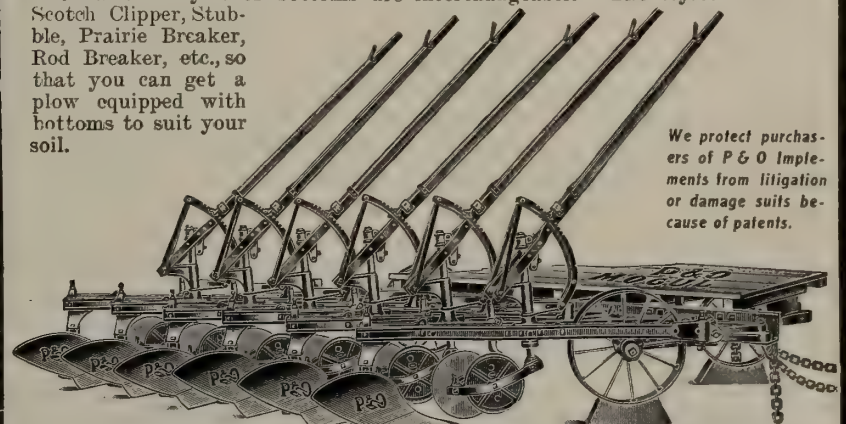
P & O MOGUL ENGINE PLOWS

TRADE MARK



INDIVIDUAL hand levers, long and powerful, afford instant adjustment and absolute control of bottoms under all conditions. These levers are arranged to converge toward a common center, thereby facilitating their operation. By the latter feature you may know a Mogul as far as you can see it, for it is the only plow which is so constructed.

The construction of the whole plow is symmetrical and substantial. It is built to stand the hardest kind of work. The frame is built of heavy angle iron, securely braced and bolted. The bottoms are as good as experience, the best material, and the most rigid inspection can make them. The various styles of bottoms are interchangeable. The styles include Scotch Clipper, Stubble, Prairie Breaker, Rod Breaker, etc., so that you can get a plow equipped with bottoms to suit your soil.



We protect purchasers of P & O Implements from litigation or damage suits because of patents.

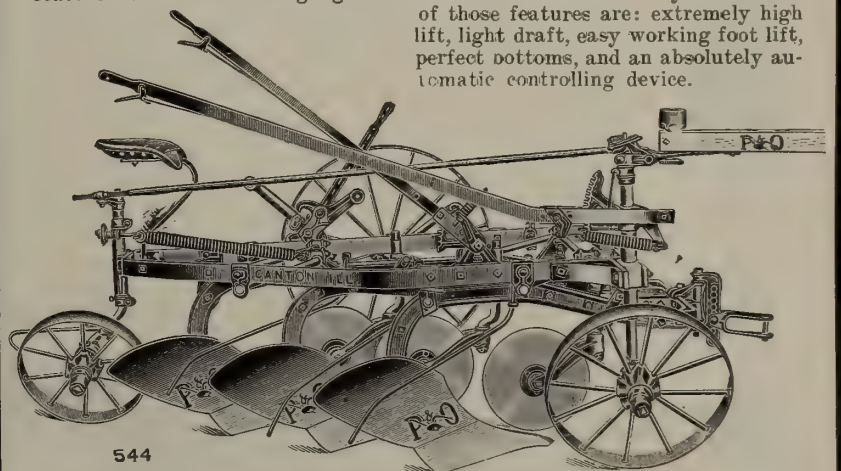
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Other important features are: Pin Break, Spacing blocks between beams to insure alignment, Ratchet stops to gauge depth, and Cone head blocks for taking up looseness in beam couplings resultant from wear. Made in six sizes, viz.: 4-5-6-8-10 and 12 furrow.

WRITE FOR PAMPHLET TRACTION ENGINE PLOWING.

P & O Three Furrow Diamond Gang

The "Three-Furrow" is the largest of our famous line of Diamond Riding Plows, and is intended for use with 6 or 7 horses. It has all the good features of the 2-furrow gang which has been a favorite for years. Some of those features are: extremely high lift, light draft, easy working foot lift, perfect bottoms, and an absolutely automatic controlling device.



544

The P & O Three-Furrow Diamond is especially suited to the needs of the man who has too much plowing for the ordinary riding plow, but not enough to warrant the purchase of an engine outfit. It will stand the hardest usage, and like every other tool we make, is backed by our unqualified guarantee. Write for circular.

PARLIN & ORENDORFF CO.

Canton, Ill., U. S. A.

International Harvester Company of Canada, Ltd.

SALE AGENTS FOR CANADA.

WINNIPEG
SASKATOON
ESTEVAN

BRANDON
NORTH BATTLEFORD
CALGARY
LETHBRIDGE

REGINA
YORKTON
EDMONTON

The Man and the Machine

BY LUKE WEST

It was Rudyard Kipling who remarked, through the medium of his old Scots engineer, MacAndrew, that we have no fear of the machinery of the future standing the strain, we can increase the proportions of the parts to meet the necessities of greater speed and greater demand for strength and output, but it is the men who will fail in the future—the battle will prove too much, even for the strong.

In this respect it seems to us that the day will soon come, in fact it is practically with us now, when it will be considered essential for one holding a position of authority and responsibility in industry to be acquainted with the laws and conditions affecting the human mechanism to the same

degree as he is familiar with the theory and practice of machine shops or designing departments. A day shall surely come when we shall look back on the present conditions of labor with the same feelings of pity for past ignorance, the same pride and joy of progress felt at the present day by an efficiency engineer in a well lit, fully-ventilated factory, as he considers the horrible conditions of child labor at the cotton looms of Lancashire, or in the bowels of the earth among the coal seams in the days now gone by.

We will advance in this respect, and we must. Today on this continent there are countless factories where the brief half-hour respite at noon is a great problem for the engineer of the human mechanism—and every manager should be as much an engineer of men as of machinery. According to the kind of the labor we see different conditions. Some swallow an indigestible lunch and sink into a dog-like sleep; they belong to the great army of those who are unable to advance with the need of the machine. Grimy workmen jostle and crush into squalid saloons and toss over their parched throats the fiery alcohol that proves a temporary stimulant, but with a deplorable reaction. Even so the many men who are further up the ladder socially, also seek their club and endeavor to speed up the physical engine by the assimilation of the concoction known as a cocktail.

In some modern factories the management supply music and relaxation, playgrounds or dance halls for their employees during

the respite from labor, arguing that the change from labor to play is beneficial to the human unit. In New York we find the noon hour spent by many in the darkened steaming atmosphere of the picture show, or in other amusements. While all this may be but staving off the tendency to the physical impairment of the worker, it will none the less come to be an economic fact that we shall have to deal with in our modern factory systems. We must commence at the right end—in the conditions of the workers. In this respect America is infinitely ahead of Europe, and we could quote conditions that exist in European factories that are almost impossible to believe. America first recognized that the man must be tended as well as the machine, but the machine is being speeded beyond the physique of its attendant. We have hygienic workrooms, well lighted, excellently ventilated factories. We have bright, cheery and artistic offices, for we know that a stuffy, odorous office results in poor work, ill-temper, indolence and carelessness. Beyond all we must have light and ventilation. In this respect much has been done, but much remains to still be improved. The manager of the future will have to be a physician, as well as a producer of results. Control and management, profit and loss, will be nothing compared with the study of how to keep the worker in parallel with the machine. At the present we too often think more of the repair of the machine than the physical efficiency of the man, and we too often think that the man, when he "breaks down" can be readily replaced. At the present he may be, but how long will this continue? The physical scrap heap of the world will contain its best workers, and the machines will be attended poorly, the output lowered. All this has been partially considered; the worker has more thought and care and higher wages than ever he had, but, nevertheless, we are still throwing forward the lever, speeding up the machine, while the man is wearing, wearing. We have at the present our efficiency and production engineers—their work has been marvelous. It seems that another race of engineers will have to be produced, a race of men who will combine the ability to produce economically with the gift of keeping the human machine happy, contented, smooth running and physically capable. Only by such means and such

men can we hope to go on in the future pitting the brain, thews and sinews of the man against the ball bearings, speed cones and hardened steel of the machine. The mills of God grind exceedingly small, and the mills of industry also grind exceedingly fine. We must lubricate the whirling shafts of progress and ease the wear on the human machine, else we shall find that we have thought overmuch of wrought iron and steel while we forgot the men who labored in their production.

Cockshutt Co Choose Melfort

The Cockshutt Plow Co. have completed arrangements whereby Melfort will be a transfer center for Northern Saskatchewan. In this connection the plow company have retained the firm of Stewart & Keddy to handle their business at that point. The Cockshutt Co. realize the growing importance of Melfort as the center of a fine agricultural area, and consider that future developments will warrant this location of a transfer warehouse at that point.

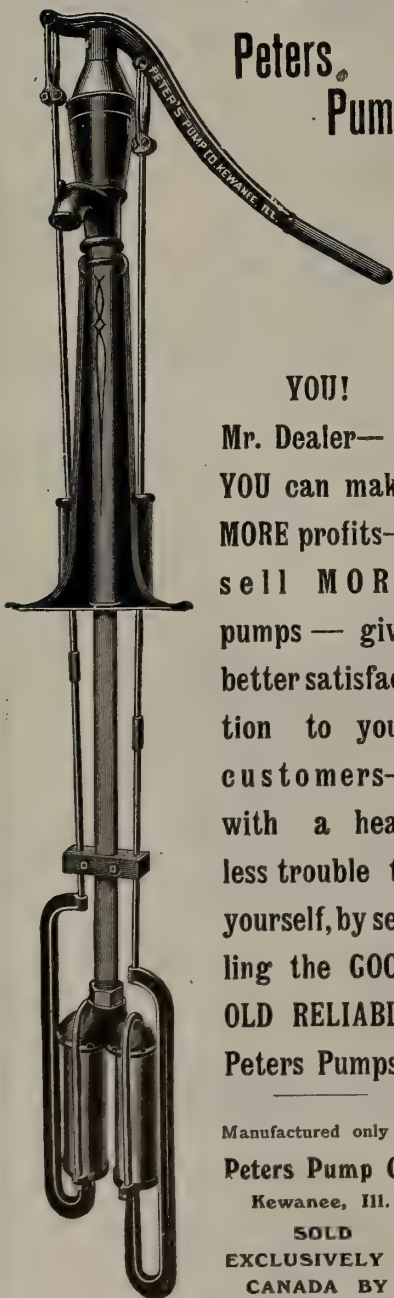
The Importance of Credit

In studying the history of ancient Israel we find frequent comment made regarding "The Law and the Prophets." In that phrase, when spelled in the last factor somewhat differently, we find the basic object of business—the net profits. In them we have the ultimate aim of all business. A fisherman casts his hook with the thought of the fish he will catch; the farmer sows in contemplation of what he will later reap; public office is the candle that draws the moths in political combat; and in the same manner net profit is the inducement for the individual or the organization embarking in a business venture. All commercial enterprises, or the vast majority at all events, must cope with free and open competition, according to the words of a credit manager for a large hardware concern, and this competition promotes a tendency towards reducing the margin of profit, and, by forcing competitors to seek for new business, and by their adopting new expedients to facilitate the sale of goods, the tendency is an increase in selling costs.

The big problem therefore in every business house is how to insure the net profits, in the face of a decreasing margin of profit in contrast with increased expen-

The Only Original

Peters Pump



YOU!

Mr. Dealer—
YOU can make
MORE profits—
sell MORE
pumps—give
better satisfaction to your
customers—
with a heap
less trouble to
yourself, by selling the GOOD
OLD RELIABLE
Peters Pumps.

Manufactured only by
Peters Pump Co.
Kewanee, Ill.
SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope-Anderson Co., Ltd.

Winnipeg, Regina, Calgary, Saskatoon, Brandon, Swift Current, Yorkton, Lethbridge

FRAZER AXLE GREASE.



Not affected by Heat or Cold.
Highest Awards at Centennial, Paris
and World's Fair.

MANUFACTURED BY FRAZER LUBRICATOR CO.,

Factories: St. Louis, New York.

NICHOLSON AND BAIN, Agents.

WINNIPEG, MANITOBA.

ses. Apparently there is but one solution, and that is to increase the volume of business. By this we mean the more frequent turning over of the capital invested. Bear in mind that the increase in the volume of business is not an end, but merely a means towards the end or net profits. Increasing volume by selling goods at or near cost only makes matters worse, as well as hastening the day of financial difficulty.

The selling of merchandise on the promise of a purchaser that he will pay for same at a future date, projects another factor into the calculation of the net profits, and that is, will he pay as agreed?

In this respect the function of the man who handles credits is to do the largest possible volume of business with the least possible amount of loss. Had he only to avoid losses on bad accounts his work would be greatly simplified, but he has at the same time to extend business and to attempt to escape loss—no small undertaking when considered in all its points. The man who has the suicidal policy of accepting all sales without regard to the safety of the account is a menace to any firm, and, if in business for himself, is only heading towards financial ruin.

Every man who handles a business on credit lines—and none more so than those connected with our farm implement business—must be continually on guard. Slow accounts have to be attended to and the extension of credit restricted according to the individual concerned. It is just this extending of credit—often to the point of lunacy—that is largely responsible for the unappreciative attitude of many debtors toward their credit standing with the dealer. From the standpoint of the purchaser credit is his greatest asset. It is a thing that can neither be stored nor insured; it is intangible yet it pays certain dividends. It is part of a customer, and he who created it can easily destroy it. An obligation disregarded, a statement proved false and all the belief that may be built up by years will vanish as does dew at sunrise.

Fire Losses in the West

The fire loss in Western Canada can be seen to be an important factor when we consider the Province of Saskatchewan for the six months ending last September. The total fire loss for that brief period amounted to \$1,146,264. One fire alone was responsible for \$350,000. The total number of

fires reported was 300, the number of dwellings destroyed 196. Barns and granaries to the number of 36 were burned, with a loss of approximately \$40,000. The number of stores totally or partially burned was 43, involving a loss of \$240,000. Competent authorities are of the opinion that between 60 and 70 per cent of the total fire loss in that province was due to carelessness, and strangely time does not seem in any way to eradicate the mental attitude of unconcern that exists in the West with regard to the fire problem.

Defective chimneys, sparks and overheated stove-pipes have been a prolific source for many of these fires, and such fires very often could have been avoided by proper attention to the construction of chimneys and flues, and due care in seeing that stove pipes

were properly jointed and cleaned. Gasoline has again proved a fearful factor in fire loss, and also in loss of life; fires from this source costing \$100,000. Whether ignorance is to blame for the careless way in which gasoline is handled is hard to say, but almost criminal methods are often evidenced in dealing with this dangerous liquid.

People who would feel most decidedly uncomfortable in the vicinity of a stick of dynamite, with which neither cap nor fuse is in contact, will complacently fill a gasoline lamp or stove with the aid of artificial light or draw from a tank into an open vessel with a lighted cigar in mouth, and the idea of danger does not seem to present itself at all.

The fact is that the explosive force of gasoline, properly mixed with air, is 14 times greater than

dynamite. Air which has mixed with it about 10 per cent of gasoline is much more dangerous than gunpowder. Therefore, never forget how dangerous a material you are handling.

Lightning still continues to add its toll to the fire loss, 34 buildings having been damaged or fired thereby, 15 being dwellings, 12 barns and granaries, and 6 schools. Property owners should protect their stock, buildings and lives by installing a scientifically constructed lightning rod system.

Such facts regarding the tremendous fire loss in one Western province in so short a period should prove a stimulus towards greater care in fire prevention; and beyond all, to the business man, a reminder of the absolute necessity of carrying fire insurance.



Avery Tractors Now Make Power Farming Possible on { Truck, Small, Ordinary, Large or Bonanza } Farms

For 1914 we have built two additional sizes of Tractors and can now furnish Avery Tractors in 5 sizes from a small 8-16 H.P. up to a large 40 80 H.P. The three intermediate sizes are 12-25, 20-35 and 25-50 H.P.

These five sizes of Tractors now make Tractor Farming possible on any size farm from the big Bonanza size down to a small Truck farm. They pull from 2 to 10 bottoms and plow from 6 to 30 acres a day. The Avery 1914 Contract is being placed with Dealers who realize the meaning of Tractor Farming and have determined to push this class of business.

The Avery Line of "Light-Weight" Gas and Oil Tractors, "Self-Lift" Engine Gang Plows, Undermounted and Return Flue Steam Engines, "Yellow-Fellow" Separators and Country and City Motor Trucks make up the most complete and up-to-date line of Tractor Farming, Threshing, Hauling and Road Building Machinery built. It's the Biggest Profit-Making Line of Heavy Machinery now on the market.

Applications for 1914 contracts should be made at once as the territories are being rapidly contracted.

Canadian Avery Company, Limited

WINNIPEG and REGINA

Successors to Haug Bros. & Nellerhoe Co., Ltd.

AVERY COMPANY, Manufacturers, PEORIA, ILLINOIS

The Value of Quality Circulation

At the present day too many advertisers in commercial and industrial pursuits look at the question of the circulation of a publication in an entirely erroneous light. There is always a class of periodical that seeks sensationally for **quantity** rather than **quality** of circulation, that proudly points at its hundreds of thousands, and thereby claims pre-eminence as an advertising medium. As a matter of fact every advertiser should not consider quantity in circulation so much as the fact that the mediums which he uses for advertising reach the class of business men or individuals from whom he can directly benefit, and who have a need for his product, either as consumers or for retailing purposes.

Any man will admit that it would be asinine for any cream separator or engine concern to advertise profusely in the pages of a city evening paper or a sporting periodical. Yet it is the case that many business men do advertise in unsuitable mediums, being biased only by more or less inflated circulation statements.

In brief, the question is something like this: "Does it benefit me more to place my advertisement before 40,000 readers who will never scan a line of its layout, or before 4,000 of whom possibly 80 per cent are directly interested in my product or proposition, and who are likely to remember the fact of my existence?"

It must be admitted that the advertisement which reaches the men for whom it is written is the

advertisement which appears in the right class of publication, quite apart from the question of circulation.

In this respect the trade journal has a definite sphere for its energies, a defined circulation dependent upon the quality of the publication, and the area which it covers. One of the most potent signs in the recognition of quality advertising at the present time is the decadence of the muck raking type of publication. Even the most blatant or "yellow" type of journal who pushes its millions of copies to the ignorant, fanatical or prejudiced, has of late had to devote space to the defence of sound business, the defence of business interests, or fair railroad rates, whereas formerly the attitude was purely one of attack upon business in every phase.

Elbert Hubbard, concerning quantity vs. quality circulation, says that the average newspaper is the supreme corrupter of the age in which we live. He says:

"Publishing newspapers and magazines is a business. Income from publishing comes from the sale of advertising space. In order for space to be valuable you have to have circulation. The first intent of many publishers is to get readers. Truth and right are strictly secondary, not even interesting in an academic way."

To many men only the numbers in circulation count, and pandering to them are the publishers who appeal to the passions, prejudices, superstition and illogical thought of the mob. The libeling of men of enterprise who have

fought to positions of prominence, the general assault on all who maintain payrolls; sneers and contempt for the builders of railroads—which have benefited vast areas of country—all these have been only a means to an end, and that end was the upbuilding of a paper through the prejudices and ignorance of the popular verdict.

Even as the day has passed when liquor was thought necessary to every business deal, so has the time gone when the clear sighted advertiser laid too great stress on the factor of circulation. The "quantity circulation" paper has been rated as it deserved, and now we have reached an era when publications can be valued at their true worth—the modern trade publications that strive consistently to serve, both editorially and in an advertising sense, the class of business with which they are connected.

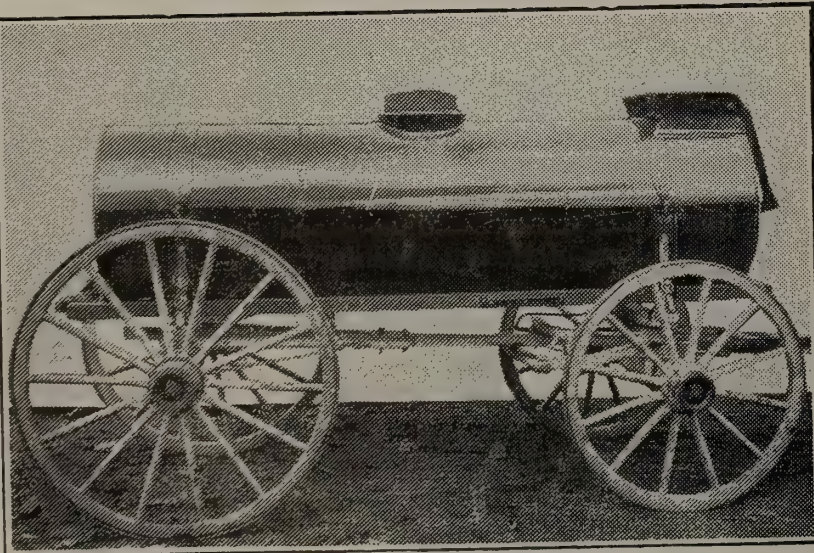
The Might of the Microbe

In considering the far reaching effect of what we would term trivialities, the thought recurs of how often the most minute entity has a wonderful capacity for impeding the gigantic strides of progress. More than \$20,000,000 are spent yearly in the purchase of sisal and manila fibres which are imported from Yucatan and the Philippines. In an attempt to find a satisfactory substitute for these tropical fibres, the International Harvester Company expended more than \$1,000,000 in an attempt to produce a binder twine from the straw of home grown flax. A special mill was erected and a twine produced that was satisfactory in every way. It

stood all the ordinary tests to which binder twine is subjected, and a medium seemed to have been discovered which would have a decided effect upon the price of our commercial binder twine. However, to quote the words of the late R. Burns: "The best laid schemes o' mice an' men gang aft agley."

The minute entity, the trifle that was never considered, again proved its puissant existence, and after a series of expenditures and experiments, extending over a period of several years, the great harvester company had to bow to the inevitable—and to the allied forces of the insect world. It was found that the new twine was a diet after which the soul of every grasshopper and cricket hankered exceedingly. They liked the twine better than anything on the bill of fare supplied by nature, and, forsaking all other kinds of nourishment, liquid and solid, they went after it with such zest that the manufacture of the twine had to be abandoned. In spite of repeated trials no treatment of the twine seemed to make it unpalatable to the insects, chemically dipped, them seemed to fatten on it, eating the binding medium and letting the bundles open in the field. Evidently the only way in which the harvester company can ever hope to combat the might of the microbe is to treat the twine so that the giddy grasshopper will only take one nibble before he passes into the Valhalla that awaits all members of the great brotherhood of bugs!

Though you are robbed of property no thief can touch your principle.



Western Standard Oil and Gasoline Wagon Tank—Style B.

Steel Tanks that Sell!

We are Specialists in the construction of Steel Storage and Wagon Tanks, whether for Water, Oil or Gasoline. Our

Western Standard Tanks

are the last word in Sheet Steel Tank construction.

Our prices and discounts mean money to the dealer who handles our line.

Come and see us when in Town or write for our proposition to dealers.

RED RIVER METAL COMPANY, WINNIPEG

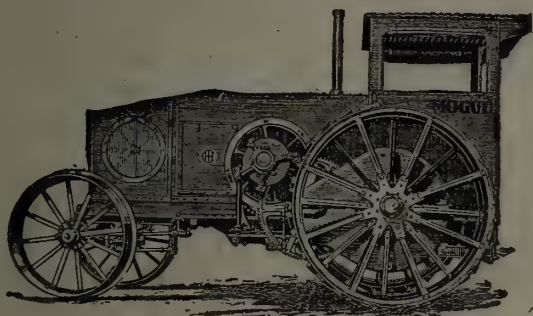
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AIKINS STREET

Telling Their Story to Canadian Farmers in The Farm Papers

SEVERAL advertisements, of which these on this page are samples, of the International Harvester engine line and of International Harvester oil tractors, are appearing during the months of 1914 in all Canadian farm papers, and are being used by hundreds of thousands of farmers. They are helping to convince thousands of men who will be engine and tractor buyers that these are the right machines to invest in.

International Harvester Oil Tractors



The I H C Line GRAIN AND HAY MACHINES

Binders, Reapers
Headers, Mowers
Rakes, Stackers
Hay Loaders
Hay Presses

CORN MACHINES

Planters, Pickers
Binders, Cultivators
Ensilage Cutters
Shellers, Shredders

TILLAGE

Peg, Spring-Tooth,
and Disk Harrows
Cultivators

GENERAL LINE

Oil and Gas Engines

Oil Tractors
Manure Spreaders
Cream Separators
Farm Wagons
Motor Trucks
Threshers
Grain Drills
Feed Grinders
Knife Grinders
Binder Twine

AN International Harvester tractor, Mogul or Titan, reduces the expense of heavy farm work — plowing, disking, harrowing, grubbing, harvesting, and hauling.

To know the remarkable capacity and year-round efficiency of International tractors send for our tractor catalogues. They explain all the features to you — the compressed air starting system, the throttling governor, the dust and grit proof engine, the simple construction, the ease of operating, etc. They tell you how the modern tractor has revolutionized field and barnyard belt and drawbar work — saving time, labor, and money.

I H C tractors are simple and strong. They are built in several styles and all sizes, from 6-12 to 30-60-H. P. operating on kerosene and gasoline. The I H C line also includes all styles of general purpose engines from 1 to 60-H. P.

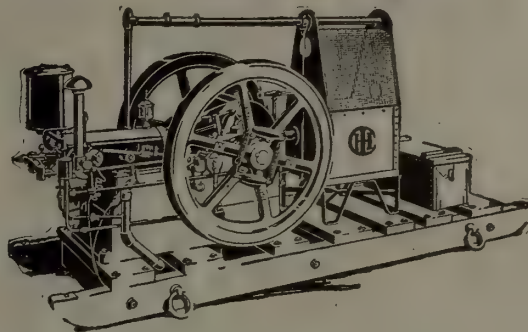
Write us today for instructive illustrated catalogues of I H C tractors and engines. We will tell you where you may most conveniently see the machines.

International Harvester Company of Canada, Ltd

Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

These machines are built at Hamilton, Ont.

International Harvester Oil and Gas Engines



The I H C Line GRAIN AND HAY MACHINES

Binders, Reapers
Headers, Mowers
Rakes, Stackers
Hay Loaders
Hay Presses

CORN MACHINES

Planters, Pickers
Binders, Cultivators
Ensilage Cutters
Shellers, Shredders

TILLAGE

Peg, Spring-Tooth,
and Disk Harrows
Cultivators

GENERAL LINE

Oil and Gas Engines

Oil Tractors

Manure Spreaders

Cream Separators

Farm Wagons

Motor Trucks

Threshers

Grain Drills

Feed Grinders

Knife Grinders

Binder Twine

SUCCESSFUL farmers are no longer asking, "Shall I buy an engine?"

They have passed that point and now inquire, "Which engine shall I buy?"

A little careful observation will show that International Harvester engines are the most satisfactory. No doubt is left when features like the following are studied: Detachable valve guides, offset cylinder head, fuel pump, split-hub fly-wheels, extra large intake and exhaust valves, etc.

Ask the men who have used I H C engines. That is the best test. They will explain the excellence of I H C construction, simplicity, strength and durability.

Study the engines yourself at the nearest dealer's where International Harvester engines are sold. They are made in all styles, and range in size from 1 to 60-H. P. They operate on low and high grade fuels.

Write for our interesting and instructive catalogues, and when we send them we will tell you where the engines may be seen. A postal will do.

International Harvester Company of Canada, Ltd

BRANCH HOUSES

At Brandon, Calgary, Edmonton, Estevan, Hamilton, Lethbridge, London, Montreal, N. Battleford, Ottawa, Quebec, Regina, Saskatoon, St. John, Winnipeg, Yorkton

OF these thousands, many on your own territory are being made into prospects. Pick up any reputable farm paper and you will see an International Harvester advertisement which your customers are reading. The benefits should be yours, for you are the man to make and profit by the sales. Tie yourself up with an I H C engine and tractor contract and be there on the job when this constantly reawakened interest develops into sales.

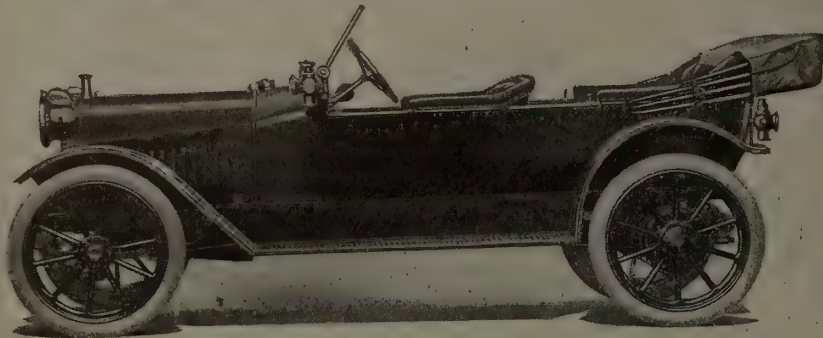
International Harvester Company of Canada, Ltd.

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"32" H.P. Touring Car or Roadster, \$1,230 f.o.b. Windsor, Canada
With Electrical Starter, Oversize Tires and other
Optional Equipment, \$1380 f.o.b. Windsor, Canada

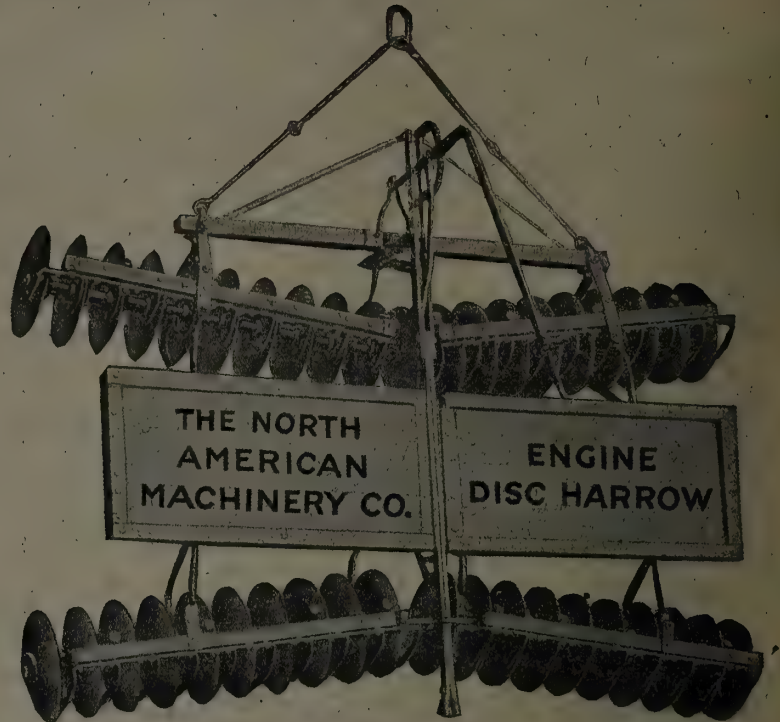
YOU want a car YOU CAN BE PROUD OF. You want SATISFACTION,
COMFORT, GOOD LOOKS, ELEGANCE OF EQUIPMENT. You want a car
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Hupmobile

With every sale goes the FULL and COMPLETE assurance of our SERVICE DEPARTMENT, gaining you the greatest possible use from your INVESTMENT. All parts we can think of being required are KEPT ON HAND; repair parts SHIPPED SAME DAY order received. We CORDIALLY INVITE all our REPRESENTATIVES AND FRIENDS to make our OFFICE AND SHOWROOMS HEADQUARTERS during CARNIVAL WEEK (February 17th, 18th and 19th). Have your mail and telegrams sent in our care. We will make you FEEL AT HOME and also give you the opportunity to STUDY OUR CARS, PREMISES, SALES and SERVICE DEPARTMENTS—the finest in the WEST.

Joseph Maw & Company, Ltd.
112-118 King Street Distributors for Western Canada WINNIPEG

The Disc Harrow for Dealers



OUR Engine Double Disc Harrow is the one for you to handle for 1914. Its simplicity of construction, strength, high grade material and workmanship combine to guarantee every satisfaction.

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THE NORTH AMERICAN MACHINERY CO.
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The Machine That Has Come To Stay

EVERY mechanism placed upon the agricultural machinery market has had to overcome prejudice—or go under. Short sighted individuals condemned the pioneers of our modern self binder, yet today these machines are recognized as essential. In the same way The Stewart Sheaf Loader has had to prove its value. It has done so, and hundreds of practical farmers have backed our belief in its capabilities.

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The reason for this is simple. Farmers realize its economy; many claim that it pays for itself in a single season! It saves outlay and keeps money in the dealer's district; every one sold carrying a prestige and good-will that cannot be reckoned in dollars. Have you thoroughly investigated our machine? If not, now is the time to communicate with us. Let us send you the letters of men who have proven the value of our machines.



Here are specimens of what customers say about the Loader:

Dear Sirs: Indian Head, Sask., Feb. 12th, 1913.
"Enclosed find cheque for cash in full with order for one of your Stewart Sheaf Loaders. During the past season I watched one of your loaders work on the farm of J. H. Francis and consider that it paid for itself in threshing two sections of land."
W. R. PATTERSON.

Dear Sirs: Radisson, Sask., Oct. 31st, 1913.
"I have used one of your loaders all fall threshing. I find same has saved me at least four teams and five pitchers. I also find I can thresh more grain in one day by having the loader. It is also a grain saver. I feel positive that every thresherman in the country should have a Stewart Sheaf Loader."
G. F. BISSELL

Write for Full Particulars and Literature.

The Stewart Sheaf Loader Co., Ltd.

804 Trust and Loan Building, Winnipeg

CANADIAN FARM IMPLEMENTS

VOL. X., No. 3.

WINNIPEG, CANADA, MARCH, 1914.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00
Per Copy, 10 cents



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Established 1865

HEAD OFFICE - - WINNIPEG

Paid-up Capital..... \$ 5,000,000
Reserve Fund..... 2,400,000
Total Assets, over..... 80,000,000

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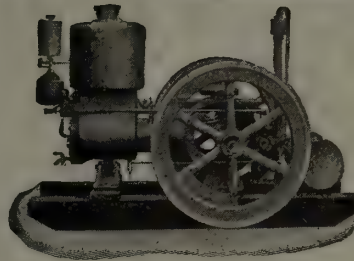
West End Branch, 26, Haymarket, S.W.

This Bank, having over 310 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

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Stickney Engines

ARE THE BEST



Write today for 1914 Contract

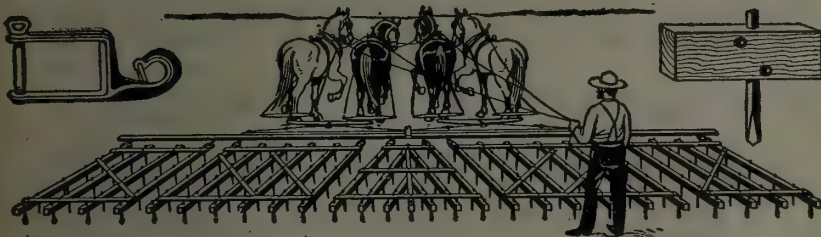
The new Stickney Engines have all the features that have made the Stickney Gasoline Engines the leading engine for farm work, and are now equipped with a kerosene carburetor which not only uses kerosene successfully, but operates on gasoline or gas more economically than other engines.

Stickney Light Tractors are made in 3 sizes.

Chas. A. Stickney Co. Limited

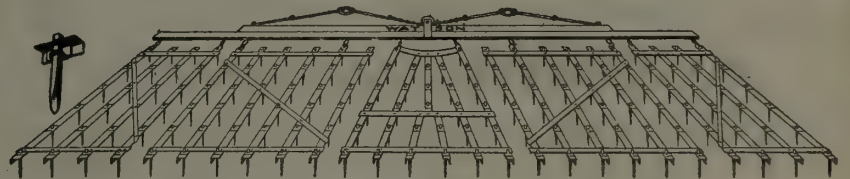
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WATSON'S are the Real "Boss" Harrows



WATSON'S BOSS WOOD HARROWS

These Harrows are made of seasoned hardwood. Each tooth securely set by two rivets. Fitted with malleable draw clevis. They are harrows of correct design, possessing exclusive features that make them easy sellers.



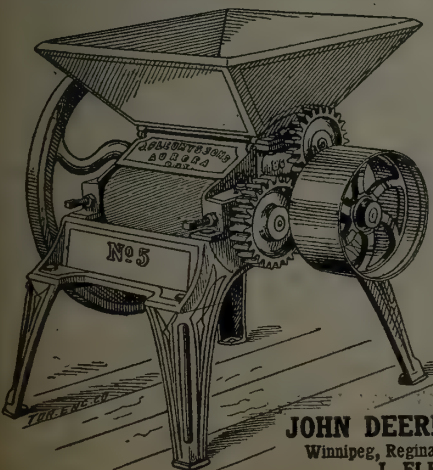
WATSON'S STEEL BOSS HARROW

Tooth bars are of angle steel, cross bars all channel steel. Teeth are held individually by steel wedges, are dagger shaped with the edges directly in line of draft. Are fitted with a pulley hitch evener. Light draft—24 feet in width.

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Do Your Customers Waste Feed?



THERE are many of your customers, who have four or more horses, steadily wasting and losing their grain by not crushing or rolling it. A Roller Crusher may be run by a 2 or 4 h.p. or larger, Horse Power, Gas or Steam Engine, Windmill, Sweep or Tread Power. It will last years without ONE CENT of Expense. Your trade cannot afford to be without such a machine. Send for full particulars and information.

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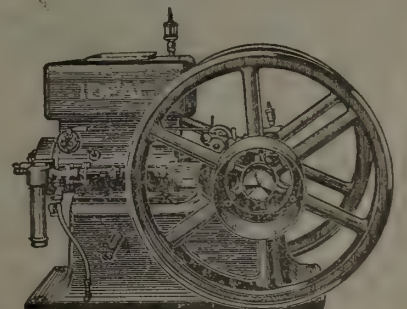
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Manufacturers of

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Windmills, Gas and Gasoline Engines, from 1½ h.p. to a 50 h.p. Tractor; Grain Grinders, Steel Pole and Wood Saws, Pumps, Tanks, Concrete Mixers, etc.



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Canadian Airmotors



Canadian Airmotors

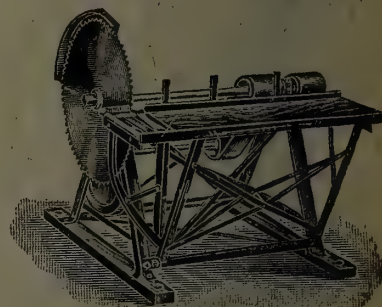
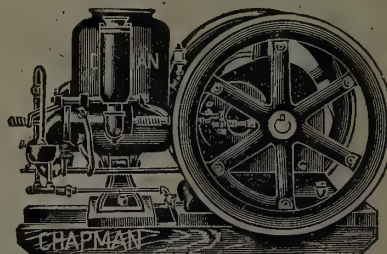
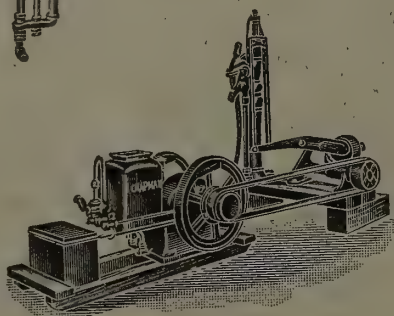


THE VALUE OF THE FARMERS' TRADE

For years the farmers' earnings have steadily increased. Come good business or bad, come tariff change or stock market juggling, the farmer goes serenely about the business of earning a better living than last year.

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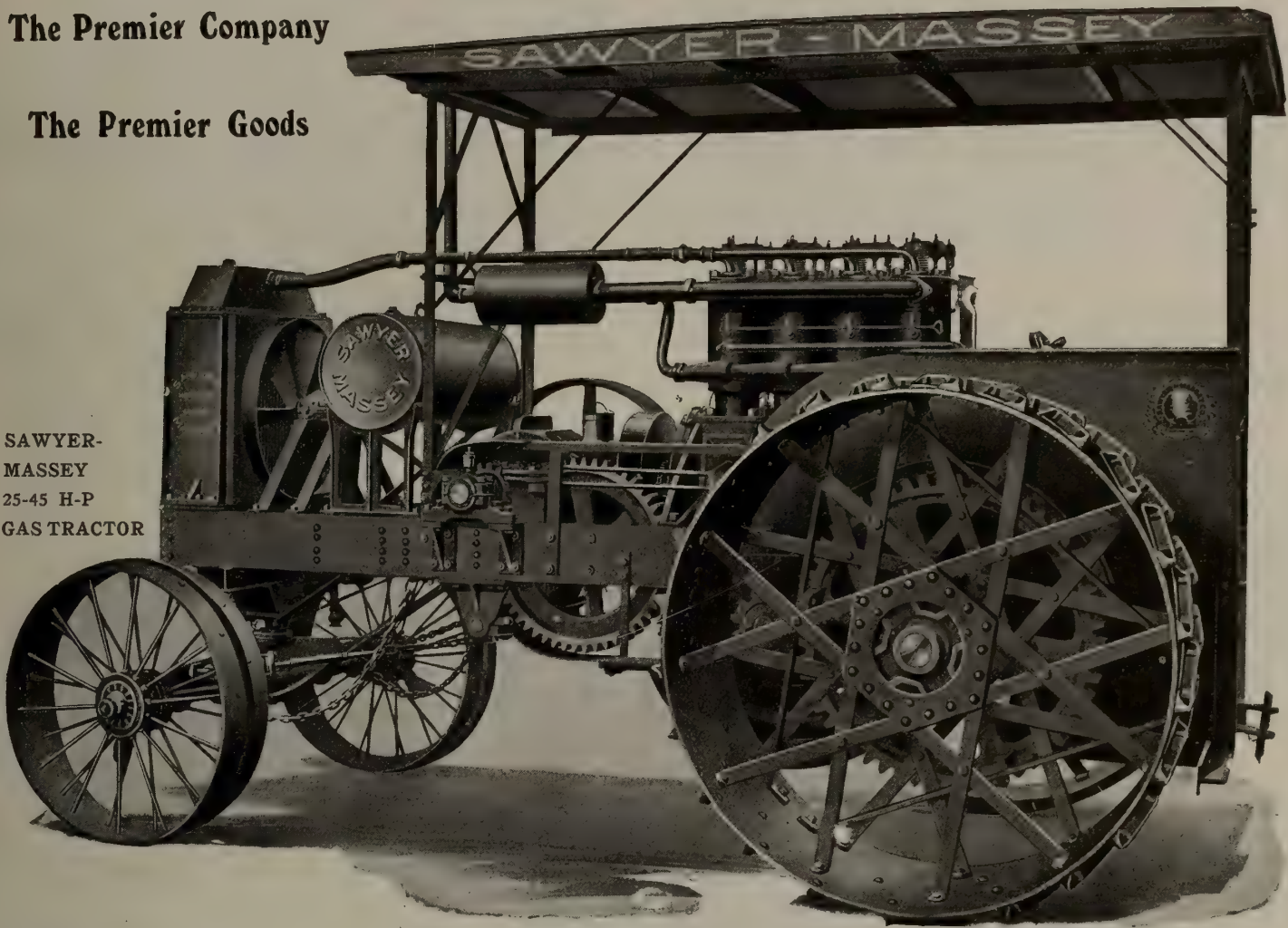
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3

The Premier Company

The Premier Goods

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25-45 H-P
GAS TRACTOR



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The implement dealer, to succeed, must sell good, dependable, honestly made machines. Such machinery sells readily, because users learn of its merits and rely on its reputation. The profit is permanent, because there is no trouble or expense later to make the sale stick.

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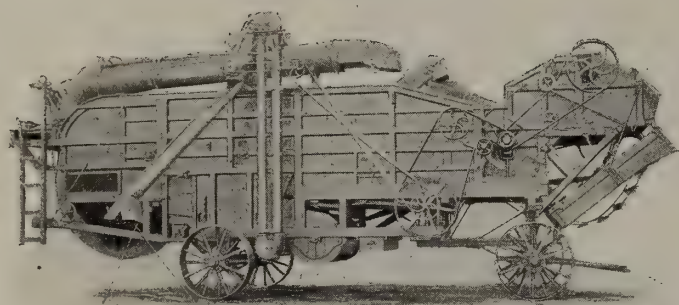


By Handling

"The Great Minneapolis Line"

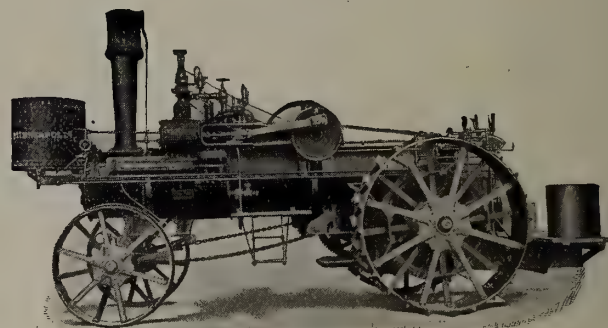
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The
Thresherman



The
Dealer

The
Farmer

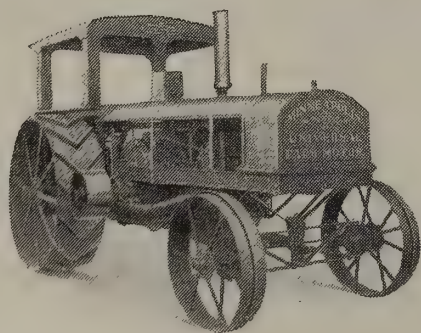


YOUR
INSPECTION
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YOUR
COMPARISONS
WELCOMED

20 H.P.
2-Cylinder
Opposed



Your
Decision
Awaited

40 H.P.
4-Cylinder



There is still room for a few
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Better write us TODAY for Printed Matter and Agency Proposition.

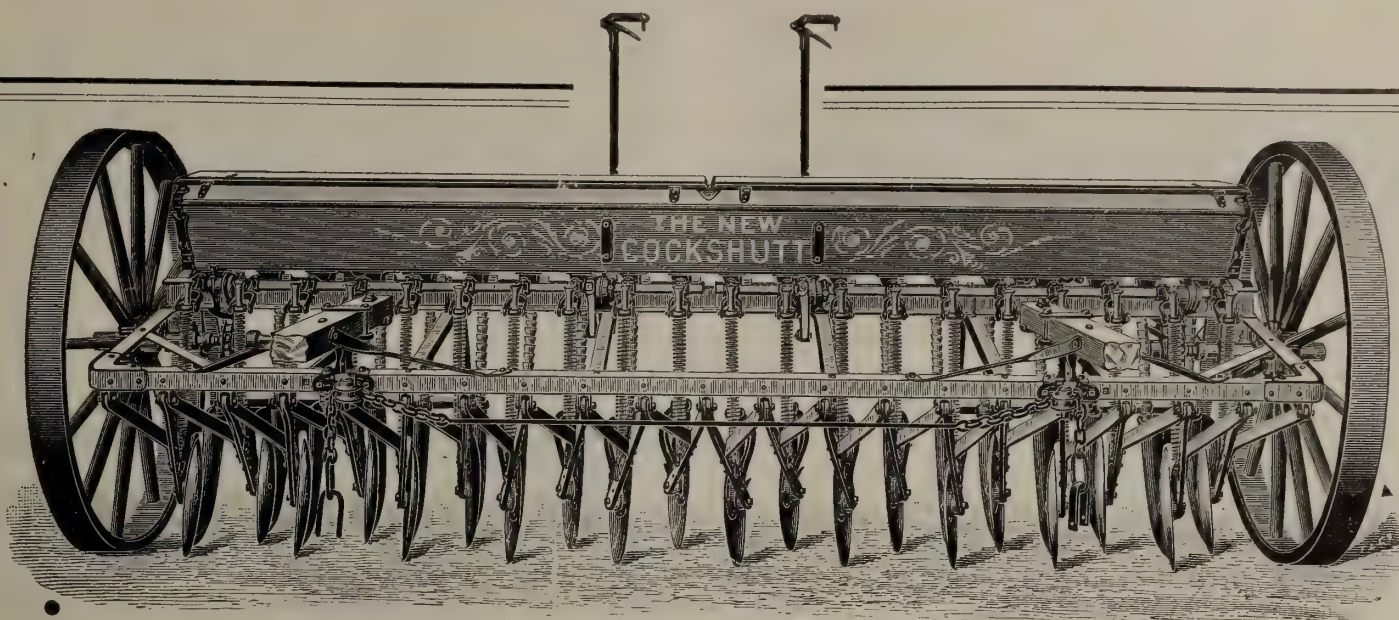
The Minneapolis Threshing Machine Company
Hopkins (West Minneapolis) Minnesota

REGINA

WINNIPEG

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COCKSHUTT DRILLS AND PULVERIZERS

Have these lines on your floor and secure the cream of the trade in your section. They are winners—and draw other business to your shop.

Seed Drills

Single Disc, Double Disc and Shoe

Cockshutt Drills have a reputation for doing satisfactory work that is a big asset to any man's trade. Built throughout of the highest grade materials, by most experienced men, and on principles that have proven to be correct by many seasons' actual experience. Ask a user of a Cockshutt Drill—he'll tell you they are right.

The frames cannot sag because a heavy channel steel I-beam supports the whole construction. All grain is planted at exactly the same depth—so comes up evenly and ripens uniformly—two features that appeal to every business farmer.

Light in draft because there can be no binding of working parts caused by a sagging of the frame or grain boxes. Feed runs are accurate—and flow of grain easily regulated. Discs are high grade steel, cut clean and make a proper channel into which the seed is deposited and covered. No kernels bruised, broken or wasted. Large scrapers keep discs clean and assure satisfactory work in all kinds of ground.

Discs are well staggered to allow for perfect clearance of all clods, roots or trash between them. No delays with discs "balling up." All these and many other special features are described in special Drill folders.

COCKSHUTT DRILLS

MADE IN

12, 14, 16, 18, 20 and 22 sizes. Fitted with either Single Disc, Double Disc or Drag Shoes. Different kinds of discs and shoes all fit same Frame and Grain Boxes. Change them in a few minutes if necessary.

PULVERIZERS

MADE IN

16 and 22 wheel sizes. Either straight Pulverizer Wheels or Combination Pulverizer and Sub-soil Packers. 16 size has One Pole and Equalizer Hitch. 22 size has Two Poles and Equalizer Hitch.

Ask our nearest Branch Office to send you further particulars and advertising matter on these lines. There is a Cockshutt Implement for every farm need and for every season.

Combination Pulverizers and Sub-soil Packers

Cockshutt Pulverizers do their work most thoroughly. They have weight enough for the hardest conditions and invariably give satisfaction. If the soil in your vicinity demands the use of a pulverizer, the Cockshutt is the one to handle. Your satisfied customers will be its best recommendation.

Its corrugated wheels produce a fine, loose top layer on plowed ground and beneath it a firm, rain-holding bed, making conditions ideal for a bumper crop. We build two styles—one with V-shaped wheels, like illustration and the other with plain pulverizer wheels. The former is a combination pulverizer and sub-soil packer.

Sections are flexible, with the inside wheel of each section fitted with a bumper to take up any end thrust or friction that might otherwise develop at this point. All bearings are fitted with removable bushings—cheaply replaced when worn. They save heavy repair bills to your customer.

Frame and braces are very substantial and carry the wheels to best possible advantage. Hitch is simple and most efficient. All parts are made of the best materials we can buy—with special care given to the composition of the iron of which the wheels are made.

Cockshutt Plow Company, Limited

Western Branches: Winnipeg Regina Calgary Saskatoon

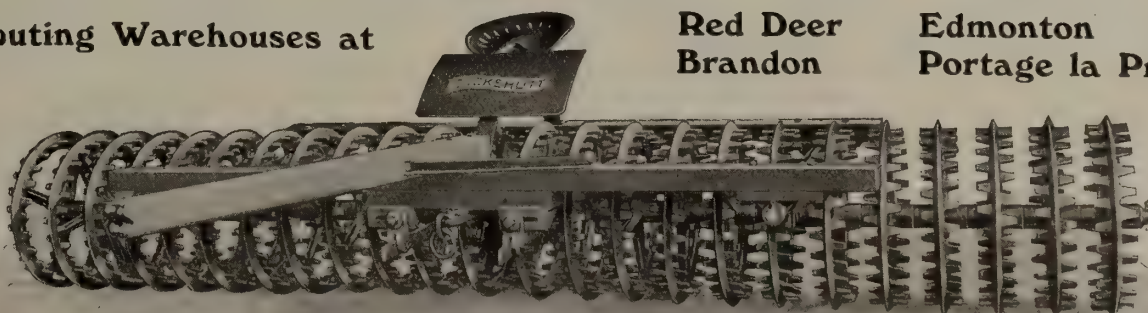
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PLOWS
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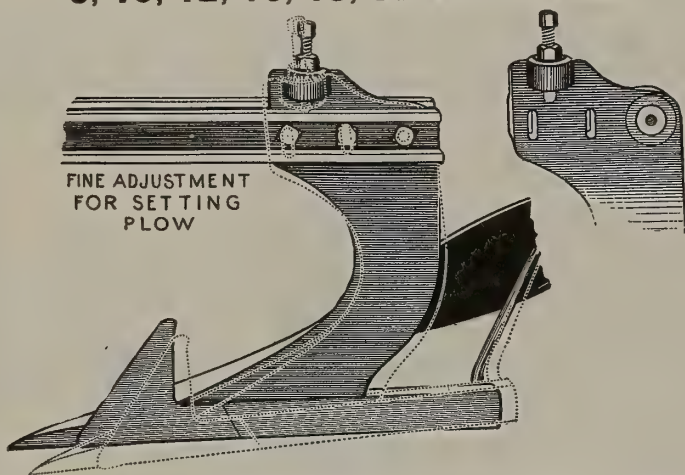
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A Size and Style for Every Demand.

3 and 4 Furrow Solid Beam Type
4, 5, 6, 7, 8 and 10 Furrow
Standard Type Mouldboard Gangs
4, 5, 6 and 8 Furrow
Power Lift Mouldboard Gangs
Mouldboard Engine Scrub Breaker
Traction Disc Gangs in
6, 10, 12, 16, 18, 22 and 24 sizes



Here are a few Cockshutt features worthy of special consideration when thinking of Engine Plows:

Solid Angle Steel Frame—thoroughly braced
Steel Frame Wheels—with wide tires
Straight Beams for each Plow
Cockshutt One Plow—One Lever Principle
Instant Change of Number of Mouldboards
Close Engine Hitch, Making Light Draft
Mouldboards for Every Plowing Condition

Scrub Breakers

The latest, strongest and most effective Scrub Breaker on the market. For breaking and cleaning scrub land it cannot be equalled. Has extra clearance between point and beam, so will work where other breakers clog and stick. Heavy enough to cut through land overgrown with brush. Turns everything under and at a cost that makes it an absolute necessity where scrub land has to be broken.

Furrow wheel is staggered, giving even greater clearance. Castings and steel supports are extra strong. Handles easily—no heavy lifting or manipulating by operator. In place of handles for raising the plow out of the ground, we supply a broad shoe on which the plow is raised and which carries it when transporting or at the end of a furrow. It castors just like a wheel, so allows the plow to follow the direction of the tractor.

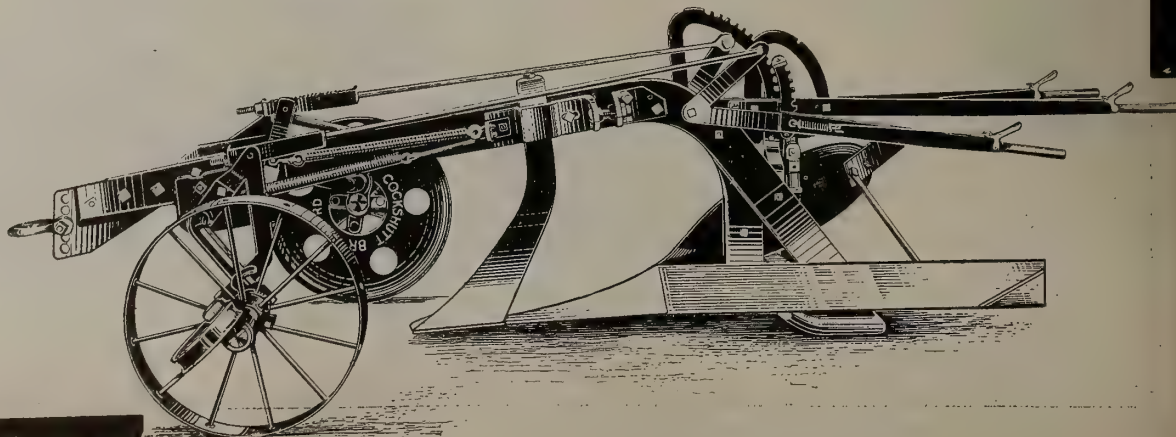
Let us send you descriptive matter illustrating the full line of Cockshutt Traction Plows. They will get and hold the plow trade of your vicinity for you.

WRITE OUR NEAREST BRANCH HOUSE FOR PARTICULARS.

Cockshutt Plow Co., Limited

Branches at
WINNIPEG REGINA
SASKATOON CALGARY

Distributing Points:
RED DEER LETHBRIDGE
EDMONTON BRANDON
PORTAGE LA PRAIRIE



Cockshutt Traction Plows For your Power Users

With the Cockshutt line of Power Plows you can meet every demand your trade can make of you in either mouldboard or disc types. One Cockshutt Engine Gang in a community is invariably the forerunner of several others—its ability to do good work soon makes its reputation—and men like to buy a plow they know gives satisfaction.

You have many excellent, exclusive features to recommend when talking this plow to a prospective customer. It is the perfected result of the first successful Engine Plow ever used—Cockshutt's made that plow away back in 1905. Every principle is a proven one. Every piece of iron and steel is bought for its particular use and each is just a little more substantial than is absolutely necessary.

After strength comes ease of operation and the facility with which adjustments can be made. On all types you'll find provision made for

Quick Adjustments

most of which can be made while the plow is at work. No delays—no wasted time. Take for instance the adjustment for setting the individual plow bottom. A set screw is placed in the top of each standard for adjusting the suck of the share and for levelling the bottom. The two front bolt holes are slotted, the standard swinging on the rear bolt. By loosening these bolts, as well as the jam nuts, and turning the set screw up or down the bottom can be adjusted to as fine a point as desired.

Lining up the bottoms is another feature. By loosening a couple of nuts, the bottom can be instantly adjusted to cut exactly its proper width of furrow and when set is securely locked in place. That insures even work and good plowing. Gauge wheels can be easily raised or lowered to suit the class of work in hand. They are placed directly in front of the share points and protect them from stones and obstructions. Their solid centres cannot clog with trash.

Read our booklet, "Horseless Plowing," for many more exclusive features.

CANADIAN FARM IMPLEMENTS

Vol. X., No. 3

WINNIPEG, CANADA, MARCH, 1914.

SUBSCRIPTION PRICE IN CANADA { Per Year, 1.00
Per Copy, 10c.

The Manufacture of Roller and Ball Bearings

Since the cumbersome Red River carts creaked and bumped their way across our Western prairies is no great span of time, as time is considered. In respect to wheels and axles, ever since the Roman chariots rattled their dusty way around the arena, in the races beloved of the Roman populace, men have been trying to construct the wheels of vehicles light yet strong, and have been endeavoring to overcome the friction of rotation so as to minimize draft. The story of the ball is one of great interest, for its shape was known to the ancients and was used by them in overcoming the difficulties of their mechanical triumphs. Since first man observed that a round object would roll easily, the circle and the sphere have been geometrical figures that have been utilized in thousands of different ways. In sculpture and architecture the ancient Greeks used the form of the ball as a means of ornamentation, although its application to their chariot wheels never struck them. There is little doubt, according to the carven pictures on their ruins, that the ancient Egyptians knew how to use the roller for moving huge bodies of stone when erecting their colossal monuments. And, today, we have found that the same principle can be admirably adapted to the wheels of the modern automobile, and accordingly we overcome the axle friction by means of roller bearings. We will treat briefly of this type of bearing before proceeding to the more universal ball bearing.

The lengthy bearing portion of a vehicle wheel does not lend itself to the adaption of ball bearings, since these are, of necessity, rather limited in their size. Therefore the longer roller bearing gives a far greater scope for wheel work. The roller bearing usually consists of a suitable roller case, in which are set the

rollers, which are simply plain spindles of hardened steel having grooves turned at either end, so that they may be retained in the case by a suitable holder. The case usually has a parallel bore to fit the spindle or stem of the axle, while the rollers do not lie parallel to the axis but are fixed in the frame at a slight angle, their surface running on a suitable hardened steel cup fitted to the hub of the wheel. Another type of roller bearing is composed of spiral steel rolls that run upon spindles fitted to a frame, but these are mostly parallel bearings that allow a considerable amount of side play. The rollers for the first type of bearing are turned upon automatic machines that reduce them to the correct diameter cut the grooves and part them off the correct length; all that the attendant has to do being to feed fresh bars of steel into the hollow spindle of the machine. The rollers are then hardened and ground upon the surface so that they are absolutely round while so hard that they cannot be touched by a file.

The ball bearing undoubtedly became popular through the coming of the ordinary bicycle. The cup and cone system used upon the bicycle most of us are familiar with, also the trouble that ensues when a ball in any of the bearings breaks.

The making of balls and ball bearings at the present day is a department of engineering by itself, and the firms who produce them usually specialize in this class of work. The quantity of balls produced by such firms is absolutely unbelievable, yet the supply only equals the demand, so great is the adaptation of the ball for bearings in machinery of all types.

In making the balls there are, roughly, two special processes. For very small balls dies are the main item in production, while

larger balls are formed in automatic machines that run at a very high velocity. In the first system the dies are employed, being made from specially hard steel, the cavity representing on half of the ball being the one on the top and the other on the bottom of the die. Perhaps a dozen of these cavities are in line in the die, a little trough-way joining each. Special steel of a suitable diameter being heated to white heat it is stamped into these die forms by the die hammers or presses. The dies are made in various sizes, grading down until the balls are formed to nearly the finished size. The balls, when finished on the last hammer or press, simply look like a row of balls joining one another by a small neck of metal. They are next cut apart and held in a concave fixture in which they are ground on an emery wheel to remove the surplus metal. They are then placed in the disc grinding machines. These machines consist of a large disc or plate, having upon its surface a great many concentric concave grooves, the discs being made of hardened steel suitable for the size of ball which they are intended to form. The rough ground balls are laid in the grooves and a large flat grinding disc is lowered down upon them. This emery disc revolves in one direction and the bottom disc in the other, the result being that the balls are rolled around the grooves, while continually turning around in all directions owing to the abrasive action of the top grinding disc. The disc is gradually fed down towards the plate, and the balls are continually gauged by micrometer calipers until they are nearly the correct size. They are then put into a similar machine having grooved plates both top and bottom, which is supplied with a grinding compound of emery dust. This frictional treatment finally reduces the balls to

the correct diameter, when they are taken to the hardening department and hardened carefully by special processes. This is one of the most important points in the making of ball bearings, as the makers guarantee balls to stand a tremendous pressure before they break—the load a ball is tested to running into thousands of pounds pressure. They are, when hardened, burnished in special polishing machines so that they have the highly polished appearance we see when we buy them. The accuracy in ball grinding is very remarkable when we must consider that the manufacturers grade their balls into perhaps three classes. These are (1) balls that are absolutely correct in size; (2) balls that vary to .0005, or one half thousandth of an inch over or under the size; (3) balls that vary to .001, or one thousandth of an inch over or under the size.

The writer has personally tested two hundred 3-16 inch balls by means of a micrometer calipers and has found that not one of the whole quantity varied more than .00025, or one quarter thousandth of an inch. And this was only a handful picked at random from an ordinary shipment! It may seem strange to the average individual that so great a degree of accuracy may be gauged, but at the present day we have instruments that will show the increase in the size of a piece of steel, due simply to its being held in the warmth of the hand for a few moments.

The gauging, sorting and classifying of the balls is usually done by girls. A handful of balls are thrown into a dark green glass tray. The girl moves the tray with a semi-rotary motion, instantly detecting by the light upon the balls any that are the slightest out of round. These she picks out by means of a magnet shaped very like an ordinary knit-

ting needle. These girls become very adept at the work, each one "scrapping" or throwing away into different bins such of the product as are not exactly spherical. These inferior balls are usually sold as poorer grades of the product, or for use in inferior bearings. The grading of the different sizes is gotten over by a most ingenious method. It would be absolutely impossible to measure every ball for size, consequently a grading fixture or "chute" is used. This is a long slot, nearly parallel, down which the balls are run. The shot is capable of adjustment for width by a micrometer attachment. Its edges not being quite parallel vary at different points from a dead exact size to a quarter-thousandth, half-thousandth and finally a thousandth of an inch apart. As the balls roll down the chute the ball—say exactly $\frac{1}{4}$ inch diameter—falls through the slot at that space, while the balls .00025 or .0005 up to .001 (one thousandth inch) larger fall through the slot into waiting receptacles as they reach the size limit that they represent. Balls that vary below the size fall through the slot before they reach the standard size and are graded for size after the machine has been readjusted. By this simple method the different grades of balls are rapidly sorted for size, as they fall into waiting boxes and are taken to the shipping rooms. There they are packed in boxes in oiled paper to prevent rusting, the packers having a little box that they fill and scrape off flush at the top, the box holding the exact quantity to be packed in each box—usually a gross.

In the case of machine turned balls, these are made on a type of

automatic machine, something similar to that in which the rollers are formed. A concave turning tool forms the ball while another tool cuts it off. The balls are then ground and hardened, being treated exactly in the same way as are the balls made from drop forgings. There are many different types of cups, cones and bearings for ball races. Some may be ordinary flat thrust bearings, others may be of a cone type resting in a cup and running against an angle surface. Again some types of modern races are simply a ring with a concave in the interior surrounding a centre race or hub, also with a concave race on the surface. Between the two rings the balls run, usually being held in cups formed of brass, or by a flat retaining ring on both sides of the race. All these bearing cups, cones or rings are made of special steel that is hardened in scientifically built furnaces. They are usually ground upon the surfaces which are left so hard that they cannot be scratched by a new file. The reason why balls in a bearing break is usually because they are hardened overmuch, or perhaps the race itself is too soft, wearing unevenly and finally causing the balls to jam and crumble.—A.A.T.

Riding Plow Attachment

A concern known as the Chubb Manufacturing Company, has been formed at Howell, Mich., for the purpose of manufacturing a riding plow attachment which can be attached to any walking plow. It is said to have been tested and found satisfactory on all makes of plows and in all kinds and conditions of soil.

Suggestions for Canadian Journals

In Canadian journalism we seem not to be sufficiently advanced to attain the sense of their duties to their readers which is found in some British publications. Insurance schemes in the United Kingdom are countless, while every two cent weekly has an insurance protective scheme for any of its readers found mangled in the midst of a train wreck, immediately payable if the deceased "bears upon his person" (or portion thereof) "an issue of the Weekly Howler," etc., etc.

We feel, therefore, that a few suggestions with regard to Canadian publications might stimulate a slight interest in this class of insurance.

Town Topics, Winnipeg: A copy of this publication found upon the person of a Ruthenian farmer, who does not speak English, entitles him to a reward of \$200.

Lord's Day Advocate, Toronto: All readers of this publication to be insured for \$5,000 in the event of heart failure caused by shock while reading the thrilling stories therein.

Farm and Ranch Review, Calgary: Twenty dollars a week for life, together with a poultry farm on Lesser Slave Lake, to the owner of any shorn lamb which is found dead in a snow drift with a copy of the current issue wrapt around it.

Canadian Blacksmith & Woodworker, Winnipeg: A gratuity of \$200 to every student of divinity conscientiously contributing articles on remedial horseshoeing.

Die Nordwesten, Winnipeg: A special subscription rate for all non-German speaking readers who can correctly pronounce the headlines of the editorial page.

Grain Growers Guide, Winnipeg: An insurance scheme whereby the subscriber, who discovers in its pages a Canadian financier with a single redeeming feature, will get a life annuity.

The Eye-Opener, Calgary. A bonus of \$100 to every Sunday school teacher who suggests to his or her class the advisability of consistently reading this publication.

Nor' West Farmer, Winnipeg: Free railroad fare to any Canadian city also \$100 to the son or daughter of a farmer who can publish in its columns an article proving indisputably that a retreat from the land will be the saving of Western Canada.

Canadian Farm Implements, Winnipeg: A life subscription to any reader who will write an article which the implement dealer will read, the subject being: "The Effect of the Greek diphthong on the Modern Gang Plow."

Canadian Thresherman and Farmer, Winnipeg: \$1,000 to the relatives of the driver of a compound steam tractor, who, after reading the paper carefully, screws down hard the main supply valve and safety valve of his boiler. The idemnity will only be paid if parts of the deceased are found in the same province, and if three square inches of the last issue adhere to any portion of the remains.

Canadian Finance, Winnipeg: Offers free subdivisions on the Arctic circle to any reader who can prove to the editor the sanity of investing in banana farms located between Northern Cuba and Southern Florida.

THE STANDARD BY WHICH OTHERS ARE JUDGED

is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness.

"American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any

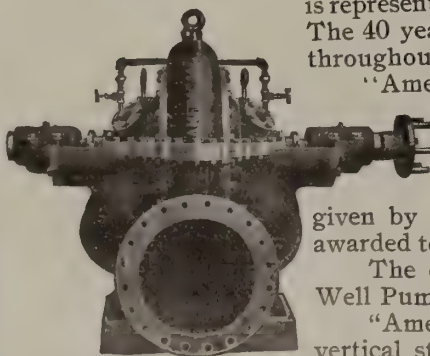
power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

Agents Wanted in all unoccupied territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, ILL., U.S.A.

Chicago Office, First National Bank Building



A Beatty Bros. Publication

In Catalogue No. 21, Beatty Bros., of Fergus, Ont., and Winnipeg, certainly outstrip all their previous catalogues, featuring their well known galvanized barn equipment. This book of sixty-five pages is excellently arranged and profusely illustrated by photographic reproductions and tasteful color work. A foreword on the dairy industry ably outlines the necessity for better and cleaner methods of milk production, also the importance of diversified farming is a point brought home to the reader. Many of the illustrations show various barn interiors equipped with the Beatty fixtures, and in contradistinction the unhealthy, filthy conditions which we see only too often in the cow stable.

The different component parts of many of the barn fixtures are illustrated, along with stalls, mangers, stanchions, stall clamps, etc. Both galvanized and wooden fittings are shown, also galvanized pens for calves, bulls and cows, special hay racks and calf pens, hog pens, waterbowls, supply tanks, ventilators, etc., etc. The horse stable fittings are comprehensively dealt with in a section by themselves. The booklet assuredly enhances the high reputation which Beatty Bros. have

for this style of publicity, and its acquisition should be of the greatest benefit to every implement dealer in the West.

Annual Meeting, Avery Co.

At the annual meeting of the Avery Company of Peoria, Ill., held February 19; F. J. Johnson, of Chicago was added to the board of directors. The directors re-elected the officers who have served during the past year, as follows: President, J. B. Bartholomew; vice-president, H. C. Roberts; treasurer, E. A. Cole; secretary, G. L. Avery; superintendent, F. P. Kinsey; sales manager, C. E. Bronner; assistant treasurer, R. J. Boynton; assistant secretary, E. M. Voorhees.

A New Implement and Machine Journal

We welcome to the publishing ranks of trade literature, "Farm Engineering," a new periodical published in Springfield, Ohio, by the Farm Engineering Publishing Co. C. W. Smith is the president and manager of the new journal, while Raymond Olney, widely known as an expert writer in connection with farm implements and machinery, is editor. Read-

ers of trade journals are well acquainted with the facile pen of Mr. Olney, who should be excellently adapted to the editorial chair of a journal like "Farm Engineering." The make-up and general appearance of the paper are very good, while the articles evade as far as possible technicalities which would prove abstruse to the average individual. Farm Engineering is a promising addition to the already large numbers of our American agricultural machinery press.

Empire Cream Separator Co. Handle Sta-Rites

The Empire Cream Separator Co., of Bloomfield, N.J., will now handle the Sta-Rite gasoline engine in Western Canada. The terms of the contract, consummated with the makers, the Sta-Rite Co. of Racine, Wis., give the Empire Co. the exclusive sale of these engines in the U.S. and Canada. The Empire company have now perfected a mechanical milker, and are preparing to place the same on the market in the near future.

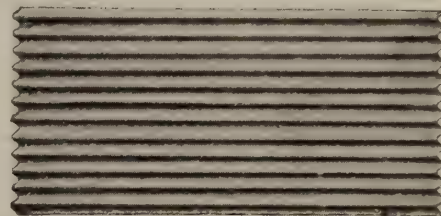
A Question of Area

Maud—"Every woman wants to enlarge her sphere."

Beatrix—"True; but not her circumference."—Judge.

CORRUGATED IRON

is the ideal covering for
**Barns, Granaries &
Implement Sheds**



Fire, Lightning, Wind and Weather
Proof

Durable as the Building itself
Applied direct to Rafters or Studs

DEALERS AND AGENTS

get handling this line. Write us for
Selling Outfit, Catalogue and
Dealers' Discounts.

There's Money in it for you!



**THE METALLIC
ROOFING CO.
LIMITED.**

MANUFACTURERS.

WINNIPEG, MAN.

Head Office: TORONTO, ONT.

C53

In Building a Demand

We are carrying on a circular letter campaign among the farmers of Manitoba, Saskatchewan, Alberta and British Columbia, and the prices quoted are lower than those of any Catalog House, when sold on the same terms.

WE PROTECT OUR DEALERS

and we are going to see that they get the business.

On or before February 15th we expected to mail our price list to the dealers of Western Canada. Our printers have disappointed us, but it will be mailed shortly. If you are interested write for our contract so that we may know you are representing us. You will be entitled to a special discount upon all orders received from you.

CONSIDER THE SCOPE OF OUR LINES

Geiser Steam and Gasoline Traction Engines
Geiser Sieveless Separators and all attachments.
Road Rollers
Asphalt Rollers
Engine Gang Flows
Well Drilling Machinery
Air Cooled, Hopper Cooled and Tank Cooled Gasoline Engines.
Stationary and Portable Saw Mills

Vertical and Horizontal Boilers
Binder Engines
Marine Engines and Outfits
Electric Light Machinery
Waterworks Machinery
Wind Mills
Pumps
Power and Electric Washing Machines
Cream Separators
Steel Farm Trucks
Dump and Spreader Wagons

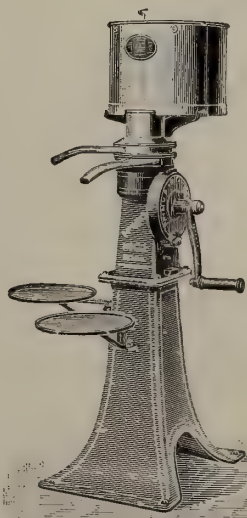
Grain Cleaners and Graders
Grain Grinders
Grain Elevators
Power Hammers
Lathes and Blacksmith Machinery
Cement Mixing Machinery
Power Hoists
Milking Machines
Manure Spreaders
Wet and Dry Batteries and Electrical Supplies

Write for our Contract at once to Winnipeg Office.

BURRIDGE-COOPER CO., LTD.
WINNIPEG and REGINA

The "Primus" Separator

Leads in Simplicity and Effectiveness



The 58-Gallon "Primus."

THE BOWL: Quickly and easily cleaned, hygienic, simple in construction — no breakable parts.

THE DRIVING GEAR: Easy running, strong, durable and compact.

THE FRAME: Dust proof, neat, light and graceful while solid and firm.

THE "PRIMUS" bowl consists of only five parts, the main part—the skimmer—being different from that of any other separator. Made in one piece it can be cleaned in a few moments.

There is no dirt collecting system of plates and discs with joints or cracks, simply 12 vertically placed plates that radiate spirally from a central hollow core. Their natural centrifugal design provides perfect separation. The "PRIMUS" is both a separator and a milk and cream cleanser. Only six bearings and two gears—the "PRIMUS" is the ACME OF EASE IN RUNNING.

CAPACITY OF DIFFERENT SIZES IN GALLONS PER HOUR.

"PRIMUS" HAND TYPE: 20, 25, 30, 35, 47, 58, 69 and 80.

"PRIMUS" POWER DRIVEN: 35, 47, 58, 69 and 80.

CANADIAN AGENTS WANTED

Write for our complete Catalogue and Information

A/B B. A. Hjorth & Co.
STOCKHOLM, 172 SWEDEN

Essentialities in the Milking Machine

The real profits come to a farmer when he gets above the average yield, quality and price. This is particularly true with reference to milk, and it is possible for every dairy owner to secure a select trade among people who will pay twice the ordinary rate for milk that they know to be fresh and pure. The farmer who is able to meet such requirements and at the same time reduce his expenses is in a fair way to reap big profits.

The cost of machine milk production may be estimated as follows: One man with a four-unit equipment, milking four cows at a time (known as a one-man outfit), can milk from forty to fifty cows in one hour. For ease of operation an additional man or

boy will be needed as an assistant to carry away the milk and weight it, if so desired, says Farm Machinery. Taking the average of forty-five cows per hour and figuring the cost of the labor of this man and his assistant together as 30 cents per hour, the cost of machine milking for a herd of this size will be 30 cents per milking, 60 cents per day, or \$18 per month, which equals 40 cents per cow per month. The highest possible figure for covering the cost of maintenance will not exceed \$4.50 per month, or 10 cents per cow per month, giving the total cost of machine production as 50 cents a month for each animal, which is about one-third the cost of hand milking.

Some of the old milking machine inventions have been discarded after a thorough test.

They have had a number of objectionable features. One of the principal faults was that they injured the cow's udder. The pulsating suction which all old machines use draw down tissues and blood into the teats, and in this way a cow is quickly ruined. The reverse principle will be applied in new machines. By this reverse principle an upward pressure follows the downward squeeze, and machines which have this device are proving a success, not only in milking the cow clean, but in protecting her health.

A complete relief from suction or downward pull, followed by a gentle massage or upward squeeze, at each pulsation or drawing of a stream of milk, is what the inventors have aimed to secure, feeling that it is an im-

perative necessity. They claim it is an imperative necessity. They claim to have gained complete success with respect to this vital principle. The two great features, new in the art of milking machinery, and necessary to the successful milking machine, and the teat cup with the upward squeeze and the exclusion of stable air from any contact with the milk. These are the main points in the apparatus, and if they have been successfully met, as claimed, milking machines will come into general use as fast as they can be manufactured.

The Variation in Supply

One of the chief reasons for testing cows not simply once in a while, but at regular intervals, is found in the facts that they are known to vary so greatly and often so inexplicably. Apart altogether from what are termed normal variations from milking to milking, besides the variations between morning and evening, and the variations between the fore milk and the strippings, careful observers have noticed in two days a variation in the test of almost two per cent of fat in the milk of individual cows, for which no reason can be assigned.

Obviously then it would be quite unfair to judge any cow on any one isolated test when it might be 3.0 one day and 4.8 another day. Which could you take? A fair and just way is to take samples regularly and test a composite sample once a month. Then there will be credit given where it is really due, not necessarily to the one that is supposed to be a high tester because she is of fancy name or fancy price, but frequently to some tacitly despised individual which is really the queen of the dairy. It will pay to select those cows that are known, not supposed, to yield milk rich in fat.

Preparing Land on the Prairies

The Department of Agriculture have recently issued Bulletin No. 15, "Preparing Land for Grain Crop on the Prairies." The data is compiled by J. H. Grisdale, B.Agr., director of the Dominion Experimental Farms, and it contains a wealth of valuable information on such points as breaking prairie sod, breaking and backsetting, fall plowing, summer fallowing, harrowing, seeding, crop rotation, etc. The different regions are dealt with according to their requirements. This bulletin, which only has a limited supply, should be of great interest to all vitally interested in agriculture, and will be mailed free upon application to Ottawa.

Add a Bunch To Your Bank Roll this Spring

You know the next three months are the big ones in the Cream Separator line. We credit you, Mr. Retailer, with a desire to get your share of this business.

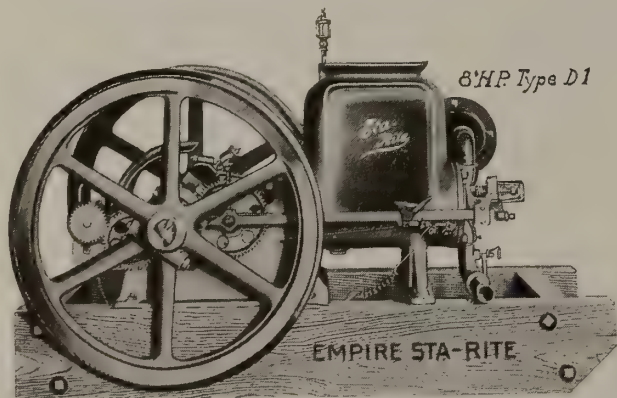
You won't put the matter off any longer this close to the big selling season, will you? You want to be certain of superiority in the separator you select. You are safe with

EMPIRE Cream Separators

because they have point bearings on the worm wheel shaft, because they have the unequalled three ball lower bearing the bowl spindle rests on, because they have a light bowl and a smaller number of bearings than other separators. You are equally safe in offering to your customers

The Baltic The Best Low Price Cream Separator

Now about gasoline engines:



The Empire Sta-Rite Engine Has Neither Carburetor nor Pump—Which Means it is Unequalled for Simplicity, Durability and Satisfaction.

Empire Sta-Rite Gasoline Engines

are something you certainly can't afford to overlook. They have neither carburetor nor pump and are the simplest, most economical, most sure to do as their name implies—Start Right, Run Right, Sta-Rite. We don't need to explain to a wide awake retailer what this means to him.

We stand ready to help you add a bunch of money to your bank roll this spring. Take a chance—be extravagant to the extent of a penny post card. Write us.

Sincerely yours,

The Empire Cream Separator Co. of Canada Ltd.

TORONTO

WINNIPEG



The Worm Wheel and Shaft of Empire Cream Separators Turn on Point Bearings. The Bowl Spindle Rests on Our Unequalled Three Ball Bearing.

Possibilities of Dairying

The population of the United States has practically doubled in the last 26 years. If this rate of increase continues for the next 25 years we will have nearly 200,000,000 people to feed. Since milk is one of the cheapest animal foods, rightly conducted dairying is certain to be profitable.

There is no line of general agriculture in which well-directed effort will pay so large a profit as in dairy farming, yet its possibilities are little realized, even by the best men engaged in that occupation. The profits on most dairy farms might easily be doubled. Like any other business, it is made up of an infinite number of small details, and unless all of these operations are conducted on business principles, the best results will not be obtained. The cow is the most economical producer of human food of any of our domestic animals, and as she is the machine for converting crops into dairy products, the surest profit and wisest economy is in securing the best machines obtainable. One cow may not pay for her board, while another, with the same amount of feed and care, may yield a profit of \$75 in a year. The wise dairyman keeps the latter kind.—Wilber J. Fraser.

I H C Man Goes to South America

William J. Pilant, general agent for the International Harvester Co., at Omaha, has received one of the biggest promotions which it is possible for the harvester organization to confer. He has been intrusted with control of the vast interests of the International Harvester Co., in South America, in short will be general manager for the organization with headquarters at Buenos Aires, his territory the entire South American continent.

About March 1st, Mr. Pilant went for about a month to Chicago, thereafter he will proceed to New York and London, England, where he will meet the exporters and bankers with whom he will have dealings in the future. About May 1st he will sail from London, reaching Buenos Aires about 28 days later.

Mr. Pilant has been for twenty-eight years with the same company and its predecessor, the McCormick Harvesting Machine Co. In his eighteenth year he arrived in Dallas, Texas, with about \$20 in his pocket, and after a fortnight got a job in the local warehouse of the McCormick branch. That was on April 1, 1885. Later he developed into an expert in

operating binders and mowers, and was sent out on the road at the end of the Texas harvest, working north through Missouri, Iowa, Minnesota, and up into Canada. In his first year he therefore covered five harvests. For twelve years he carried on this work, no small job in these early days when the binder did not give the mechanical results it does to-day. Finally he located in Nebraska, as a blockman with headquarters at Grand Island, developing into a first class salesman, even in an organization that numbers its banner salesmen by the hundreds.

Later he was promoted to the position of general agent at Council Bluffs, and two years ago was given charge of the Omaha house, which is one of the most important of the I H C branches in the United States.

Electric Sterilization of Milk

The sterilization of milk by electricity without injury to flavor or nutritive qualities bids fair to become a regular practice. Recent attempts to kill the bacteria in milk by brief exposure to the ultra-violet light from a quartz mercury-vapor lamp have attracted considerable interest, but these attempts have not resulted in success. The milk is so opaque to the rays that it was necessary to expose it in thin sheets and then a dangerous fraction of the bacteria escaped the killing process. Another objection has been that the necessary intensity of ultra-violet light gave an unpleasant taste to milk. Another process has been developed at the University of Liverpool under a grant from the City Council and the experiments, carried on for the past two years, are most promising. Exact details of the method have not yet been made public, but it is stated that a high-tension electric current is used and that the exposure is exceedingly brief. The taste of the milk is not changed in the least, nor is the "bouquet" lost. Expert dairymen testified that they could not detect any difference in treated and untreated samples.

Burridge Cooper Handle Duplex Goods

H. Osmundson, assistant sales manager of the Duplex Manufacturing Company, Superior, Wis., spent a few days at Winnipeg, recently. While there he made arrangements with the Burridge-Cooper Company, Ltd., to handle the Duplex line of wind mills and feed grinders exclusively in Western Canada.

DE LAVAL

Cream Separators are in a class all by themselves. They are everywhere acknowledged to be superior and always give good service and satisfaction.

Alpha Engines

are superior in design, construction and service. You can well afford to push Alpha Engines because they will add to your prestige for handling "goods that satisfy."

Ideal Green Feed Silos

are more in demand each year. More silos are being erected each year and the "Ideal" has the call. You can sell several this year and should have the agency.

These leaders, together with our complete selection of dairy, creamery and farm equipment and supplies, all combine to make a line that every dealer should investigate.

DE LAVAL DAIRY SUPPLY CO., LTD.

MONTREAL PETERBORO WINNIPEG VANCOUVER

Wastefulness versus Method

In no small measure the implement dealer can become a power as regards educating his customers, that is his trade territory. Granting that he is a clear sighted business man it must often strike him with surprise that the farmer is oftentimes so wasteful and careless in his methods of doing work. We need not cite that hackneyed tale of the loss incurred annually through valuable machinery being left outdoors in all sorts of weather, although this gross carelessness is only too apparent on every side. There are countless other avenues of wastage, down which annually filter a monetary valuation which would often, at the years end, make farming at a loss become farming for profit. In brief, very often what the farmer wastes in a year would make his operations pay him a good livelihood instead of simply a struggling existence. Any amount of instances could be analyzed in the years' work on the farm, but if we but look at the harvest season we can pick out a lack of method and a wastage which, when totalled for the myriad farms of the West, must result in a very serious annual

loss to our farming communities. In the modern factory scientific management has become almost an exact science. Machines are so designed that the operator has to make the least possible motions in working them. The mechanic who assembles machinery must follow methods which eliminate useless motions and useless movement. In short, we now realize that it is a reduction in profits to allow a highly paid mechanic to walk across a workshop six or seven times a day for a certain tool when we can save the time and trouble by setting all the necessary tools in a rack by his side. In the mere shoveling of iron ore, an efficiency engineer, by cutting down the motions of the laborers, saved thousands of dollars and incidentally made the work more easy. Compare this systemizing of motions, this method in doing work, with the haphazard way work is often done during our Western harvest season. There is a certain symmetrical beauty in a field of grain when stooked, if the stooks, instead of being zig-zagged here and there and set up with no sense of spacing or location, are laid out in long,

even rows, parallel lines of stooked sheaves that strike the eye like the serried ranks of a regiment of soldiers. There is more than a mere sense of beauty in this, there is a distinct profit. When the sheaves are being loaded, if the stooks are set here or there, anyhow and anywhere, there is a ghastly waste of time and effort in zig-zagging in and out, here and there, with the team and wagon. How much better would it be for the farmer if he had his stooks in a long straight line so that he could drive straight ahead, and, granted that he is a man who realizes the value of machinery, with a sheaf loader he can quickly and methodically load up his wagon with no waste of grain, time or effort. Any sane man who has seen a harvest field will agree that the hand pitcher is an uneconomical unit, while he wastes a deal of valuable grain by his very often amateurish methods of pitching. We will not, however, go into the labor problem but will follow the sheaves to the wagon, where they are rattled and jolted in load formation upon an open rack. With ripe grain you can follow the wagon, and if you are an observant individual can see, in a long trail through the stubble,

good grain—which means good money—slipping through the fingers of the unmethodical farmer. Some farmers have enough sense to load upon a canvas covered rack, but they are sadly in the minority. In Europe and in the United Kingdom we do not see the farmers have this wastage. No, they load upon a large box cart or wagon, and the loose grain is all carefully collected. A farmer in Saskatchewan, by using tarpaulins in his wagons, in one day saved 40 bushels of wheat. Surely this is proof enough of the almost criminal lack of method in our Western agriculture. Such little points as these, which should be apparent to every live implement dealer, can give him a text for a valuable sermon to the next customer who comes to him with a woeful diatribe on the lack of profit in farming in the West.

New Pulley and Clutch

The Strite Governor Pulley Co., Minneapolis, announce a new variable speed pulley for driving cream separators, washing machines and churns. This new mechanism has some strong selling points worthy of investigation by the dealer.



The Biggest Thing in Dairying Today

The Sharples Mechanical Milker is a big proposition with a big future—for big men.

Dealers who have the ability to grasp and appreciate the significance of an invention which enables the farmer to double a dairy herd, and, at the same time, cut down its expense;

A machine which materially lessens the labor of a dairy and makes the farmer independent of hired help.

Dealers who know what has been done heretofore in the implement field:

And who can measure in their mind's eye the profits of an exclusive territory on a successful Milking Machine.

These men are falling over each other to sign the Sharples 1914 contract.

But it is a big man's proposition.

The Sharples Mechanical Milker is not a novelty or a side line—

It is the main issue of the dairying industry today.

Send for this book—and read it.

SHARPLES MILKER

The Sharples Separator Co.

West Chester, Pa.

Chicago, Ill.
Portland, Ore.
Omaha, Neb.

Dallas, Tex.
Minneapolis, Minn.
Toronto, Ont.

San Francisco, Cal.
Kansas City, Mo.
Winnipeg, Man.

\$uccess\$

There are a great many men in the world to-day who spell success that way. It begins and ends with dollars! And, strangely, a great part of humanity judge the successful man by that view. That his soul is encased in the accumulation of greenbacks, that the yellow bilious tinge in his optics is only the reflection of looking too often upon the color of bills of high currency. To the poor, the big man, the man who has accumulated great wealth, is a sort of cold callous, insensitive devil. His boots conceal the cloven hoof, and his hat is only worn to hide the horns which sprout from his cranium. We look at 'em, whether on their feet or in their limousine, and the socialistic feelings which surged in the bosom of a Carl Marx, or a Tolstoy, enwrap us in their venomous blight. We damn, fully and frequently, the "big" men, the big interests, but always the fact remains that we don't give the fellow credit for what he has done. It is quite true that many men do spell "success" as we have penned it at the head of this vituperation, but we must not forget the fact that there are hundreds of very wealthy men who throw their energies into making money not so much for the additional diameter of their wad, but more for the fun which they get out of work—that is business. Work should be fun, if you look at it in any other way it requires the epithet which Sherman applied to war. Your memory may be bad, so we will give again that famous phrase. He said: "War is Hell." We second that statement—but work is not Hell! Did it ever occur to you that these big fellows get more enjoyment out of the work—the game—of making money than in the mere accumulation of a wealth. Doing nothing is a curse, to an individual, a strata of society or a nation. We hear of the woeful wickedness of the aristocratic worlds of New York, London, Paris or Berlin. It may be greatly exaggerated, but it undoubtedly arises from having too little to do. Swing back to the slums, to the extreme opposite fringe of the society. We find that the habitual criminal hates work, the prostitute prefers the questionably more easy life of the street to a ten hour's day at a factory.

Have you met and conversed with any of those big captains of

industry? If so you will find that in the vast majority of cases they are, beneath the surface, quiet, unassuming fellows, who have in the background of their brain some little childish amusement which is wonderfully natural. One fellow likes to play golf. He hates worse to get licked than to lose a thousand dollars. Another fellow grows tomatoes, and gets a wonderful amount of enjoyment out of this bucolic amusement. In nine cases out of ten you will find that these successful men are country-bred, and that they like to talk about cows and horses and their boyhood days on the farm. To a man they realize that money is not all, and that it cannot purchase real happiness. We have met a very wealthy business man, who raises cattle. Incidentally he is no genius as a cattle raiser, but when he is hedged behind a roll top desk he is hankering to be in his barns. He will stand for what would seem to you an idiotic length of time—simply scratching the back of an old sow with a hoe handle. The coming of a calf—and to look at it was no future Grand Champion—gave him as much pleasure as

the rounding up of another \$10,000.

The big fellow is often a victim of his environment. He has so many strings that he can't break away, but in his own inner life, he is big-hearted, simple and takes almost joyous interest in things at which his lowest ledger-keeper would scoff. It is only the small man who scoffs, the mean souled fellow who vindicates his own lowly position by prating of lack of opportunity. Truth to tell, he has been too busy all his days accumulating malice, envy and smallness of soul to see the opportunities as they flitted past. Look at the "big" man as a human being, not as a machine. He is human as we are, and, nearly always, a mighty nice sort of fellow to talk to.

Sharples Men on Tour

P. T. Sharples, vice-president and general manager, and R. E. Tweed, advertising manager of the Sharples Separator Company, West Chester, Pa., are making an extended tour of the United States and Canada in the interests of the Company. They will visit all of the Sharples branch offices and many of the dealers who handle the Sharples separators

and milking machines; also some of the largest dairying interests. The trip will cover a period of two months.

Elastic currency is what a man pays for his suspenders.



You can recommend our

Fence and Gates

with thorough confidence. There is not a better and stronger fence made in Canada. It is manufactured from the heaviest and best galvanized wire, every rod of which we guarantee.

Write for our Price List and Illustrated Catalog and see for yourself.

THE
Great West Wire Fence Co.
LIMITED
76-82 Lombard Street, Winnipeg

Distributing Agencies:
Edmonton Alta.: Race, Hunt & Giddy
Calgary, Alta.: Reynolds & Jackson

Dealers: Get the Prestige of THE *Manitoba* LINE

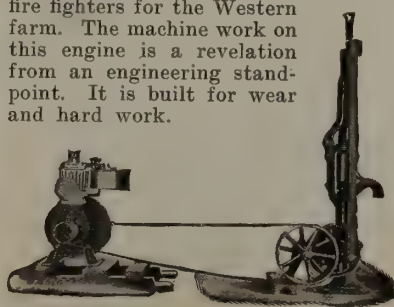


Windmills in all sizes for Power or Pumping

Our Windmills are made with all steel towers and in sizes from 8 to 14 feet. Manitoba Windmills have demonstrated by their merit that they are, beyond all, the Windmills for the West.

Manitoba Farm Pump Engine

These engines are of auto design, 3½ inches by 3½ inches, with air cooled cylinder, running at four to five hundred revolutions per minute, developing 1½ H.P. They are specially built by us to suit Western climatic conditions, and are the ideal fire fighters for the Western farm. The machine work on this engine is a revelation from an engineering standpoint. It is built for wear and hard work.



CONSIDER THESE FACTS

The Manitoba Line gives to the dealer an agency which brings him both profit and prestige. If he sells an Engine, Windmill, Grinder or Pump, he reaps more than a mere cash profit for the reason that Manitoba goods are, first and last, built for service and wear. Satisfied customers equal repeat orders. That is an axiom in the retail trade.

If you are looking for satisfactory business this season, Mr. Dealer, you can do no better than get the Manitoba Line.

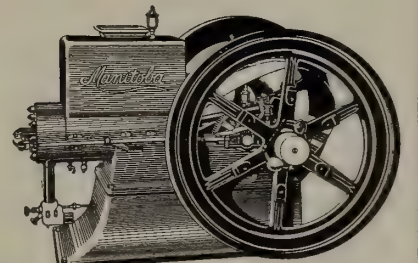
Our goods are made at your door. They are shipped quickly and save you heavy freight charges and jobbers' profits.

Write to-day for agency terms and full particulars of our goods. It will pay you.

Western Goods for Western Dealers

Manitoba Engines LIMITED

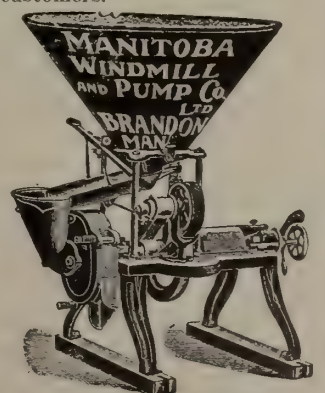
Calgary BRANDON Saskatoon



Gasoline Engines, all styles, 1½ to 40 h.p.

Manitoba Engines have been on the market for years and have proven their lasting qualities by the searching test of time. In design and mechanical structure they are unsurpassed for Western needs. Their sale brings trade to the dealer who handles them.

Manitoba Floor Grinders are made in 8, 10, and 12 inch sizes, with concave reversible plates and end thrust bearings. They are the grinders for your customers.



The Genesis of the Potato Planter

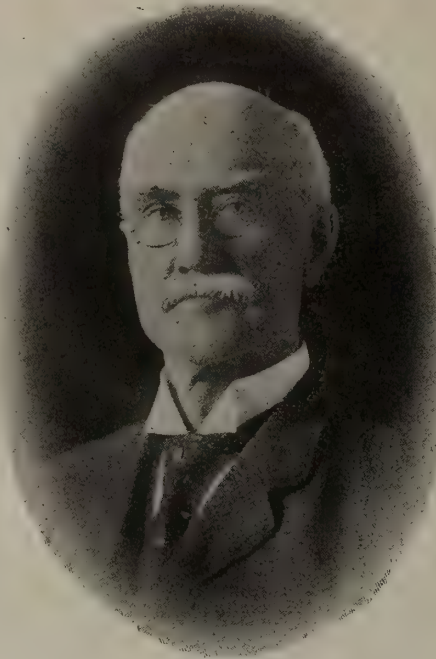
To-day, L. A. Aspinwall, President of the Aspinwall Manufacturing Co., of Jackson, Mich., and Guelph, Ont., is in his 72nd year, and is still planning and improving new machinery by which to increase the widely known Aspinwall line. The charter of the Aspinwall Co., was granted in March, 1884, consequently the company have been in existence for thirty years, during which a steady growth in business testifies to the quality of the goods produced by the concern.

Away back in 1861, when nineteen years old, L. A. Aspinwall commenced working on a potato planter. For twenty-one years he experimented, worried and worked until finally the first practical automatic potato planter was produced.

Since these days other machines of this type have been invented, but to Mr. Aspinwall is due the distinction of being the pioneer in the industry. Born in New York State in 1842, as a youth Aspinwall helped his father on a small fruit and vegetable farm, experimenting and trying out his idea until he evolved the first machine as above mentioned, after which followed the years of development from which emanated the practical machine—its principles but slightly different

from the machine sold at the present day. From 1874 to 1880 Mr. Aspinwall spent his time in Great Britain, trying out his machine in various soils.

As is the case with the majority of inventions, the automatic potato planter had to overcome a great deal of opposition. It was regarded as unnecessary, and the



L. A. Aspinwall

inventor had a long and stern struggle to obtain recognition. Eventually a manufacturer of Trenton, N.J. arranged to build the first of these machines, and, in the following year, 1883, about 20 were constructed and sold.

At Three Rivers, Mich., the present Aspinwall Company was organized in 1884, and in that year, 50 planters were built and sold. The present type machine, known as the Aspinwall Potato Planter No. 3, requires but a team and driver. It automatically drops a seed in every hill and covers each seed. Moreover, it opens the furrow, drops and covers the seed and also marks the next furrow, and when desired fertilizer can be sowed and potatoes drilled at one and the same time. By a special attachment the planter can be readily transformed into a corn, bean or pea drilling machine, and one that will also sow ensilage. To-day the Aspinwall line covers all types of potato machinery, from cutters to sorters, the concern devoting all its energies to the production of this class of implements. Any large business corporation is, more or less, the reflection of one predominant personality, and behind the whole organization stands the brain, perseverance and industry of L. A. Aspinwall. Along with other inventors of farm machinery he has lessened the labor of his fellow men and added to their welfare. Without the potato planter we would still have the weary back-breaking methods of the past, our knowledge of bettering the grade would be infinitesimal, and our production per acre would be away beneath what it is to-day.

It Helps

"When the whole blamed world seems to have gone to 'pot,' and business is on the bum, A two-cent grin and a lifted chin helps, my boy, helps some."

The Agricultural Gazette of Canada

With the coming of the New Year there has appeared in the field of Canadian journalism a new agricultural magazine which should serve a most useful purpose. At no time in the history of the world has the cause of agriculture been accorded the support it now receives from legislative bodies, and in no country has the industry been more wisely or generously helped than in Canada. With a view to bringing together information concerning the work of the Federal and provincial Departments of Agriculture there has been commenced the publication of the Agricultural Gazette of Canada, the first number of which has just now made its appearance.

While this magazine is edited and published at Ottawa its value is greatly increased by the co-operation of the officials of the Provincial Departments. The January number is evidently preparatory for what is to follow, as it is devoted chiefly to accounts of the organization and development of the several departments of Agriculture in Canada.

In his "Foreword," the Hon. Martin Burrell, Minister of Agriculture, points out that the magazine is not to enter into general circulation, but is to supply the press and those engaged in official agricultural work with facts and information relating to the educational and scientific side of agriculture. To these it is supplied free. For others a small additional number of copies will be printed from month to month, for which ten cents per copy or one dollar per year will be charged.

Standardizing Size of Catalogs

One of the most peculiar features in modern trade is the tremendous number of catalogs produced, all of different sizes. This leads to a problem for the man who files catalogs, and efforts made towards standardizing the size of these publications merit the approval of every retailer. In the implement business alone the variation in size of the publications of different firms is almost beyond computation.

A committee appointed by the Technical Publicity Association of New York to investigate standard sizes for catalogs, recently measured 927 catalogs and found 147 different sizes, ranging from 3 x 5 to 11 x 14½ ins. After an investigation extending over a period of 18 months the committee has recommended 6 x 9 and 8½ x 11 ins. as the best size.



Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order
Brandon Pump & Windmill Works
Brandon Man.



BRADSTREET'S

Established 1849 Capital and Surplus \$1,500,000

Offices throughout the civilized world. Correspondence invited

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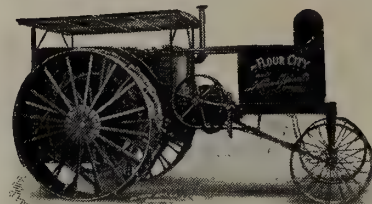
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Halifax, N.S.; Montreal, Que.; St. John, N.B.; Hamilton, Ont.;
Ottawa, Ont.; Toronto, Ont.; London, Ont.; Quebec, Que.;
Calgary, Alta.; Edmonton, Alta.; Vancouver, B.C.

C. G. SCHAFFTER, Supt., Commercial Travellers' Building,
WINNIPEG, MAN.

Special Sale



Flour City Gasoline Tractors

We have two 30 H.P. and one 40 H.P. TRACTORS which have been rebuilt and are in good running order.

Write for Special Offer.

Big inducements to cash purchasers.

**Ontario Wind Engine
& Pump Co., Ltd.**

WINNIPEG and CALGARY.



A Good Implement Business

We have an attractive business proposition for good dealers. We offer an opportunity to engage in a business that pays well.

Rumely Power-Farming Machinery is well known. More than 5000 Oil-Pull and GasPull tractors are now giving satisfactory service. Advance, Gaar-Scott and Rumely steamers and separators have hosts of friends wherever grain is grown. Rumely clover hullers and Rumely engine gang plows have both proved their merits.

To give our dealers a chance at every sale, we have added Rumely-Olds gasoline, and Falk kerosene, portable and stationary engines, Advance silage cutters and husker-shredders, Rumely balers, cream separators, corn shellers, feed mills, grain elevators, power hoists and pumps.

Handle the Rumely lines and supply every man with the right kind of machine for his work, in just the right size, and fitted out just the way he wants it. The wide range of Rumely machines, as well as their uniform high quality makes our line one of the most satisfactory lines to handle.

Forty-nine service branches in the United States and Canada enable us to take good care of our machines in the field. Supplies and repair parts can be furnished promptly anywhere.

Our advertising is a big help to every Rumely dealer. Our ads are now appearing in the best farm papers and a great many county papers throughout the country. A number of farmers around you need machines. Secure an agency and let us refer their inquiries to you. We not only refer all inquiries to our dealers but we help them in every possible way to turn prospects into sales.

Our sales organization and advertising men are at the command of our dealers. Our salesmen will assist in canvassing your prospects. Our advertising men will help you with your local advertising.

Rumely Catalogs and other literature are comprehensive and attractive. They help Rumely dealers sell Rumely machines.

Our dealer's contract is a liberal one—fair to dealers as well as to those to whom they sell machines. Write today and let us send someone to explain the contract and talk over our offer with you.

Some of your neighbors will want tractor plowing outfits this spring. Why not sell them Rumely outfits?

Have you received copies of our 1914 catalogs?

Rumely Products Company

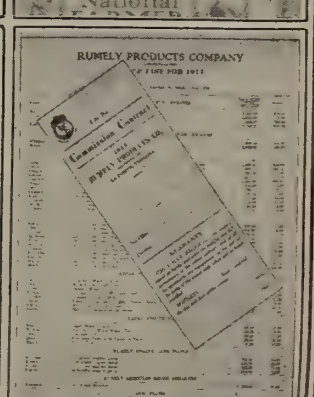
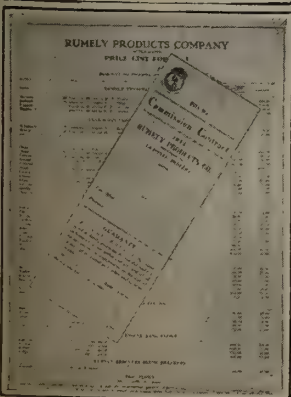
(Incorporated)

Power-Farming Machinery

Chicago

Illinois

AD933



Winnipeg will hold Engine Demonstration

On February 23, a meeting of the Canadian Industrial Exhibition Association was held, the object being to discuss a Grain Cleaning Contest and a Portable and Stationary Gasoline Engine Competition for the 1914 annual Exhibition at Winnipeg.

Every phase connected with the question of inaugurating a gasoline engine contest was thoroughly analyzed, but it was finally decided that it would be advisable to make this portion of the exhibition more a demonstration than a competition.

A grain cleaning demonstration will also be held which should prove of great interest to the farmers visiting the fair, also a Grain Grinder Competition. Special stress will be laid, in connection with all three of these features, on the educational side of the question, while awards will be made according to reasonable standards which will be settled hereafter.

The Exhibition Association have communicated with a considerable number of manufacturers of both gasoline engines and grain grinders, inviting suggestions as to what they consider the most valuable points for demonstrative purposes. It will be remembered that last year the Grain Cleaning Contest was carried out upon a competitive basis, but this year it will be more of a demonstrative nature.

When one considers the vast number of different types and sizes of stationary and portable gasoline engines which are now upon the farm machinery market, we feel sure that, if manufacturers can be sufficiently interested, the Winnipeg Exhibition should produce a splendid showing of different makes of engines in operation. This ought to stimulate an interest in the agricultural communities such as is evinced by similar demonstrations in the United States, which give the farmer an excellent opportunity of seeing different models in operation, and also give the engine dealer a wealth of selling points for future use.

Your Spreader Trade

Every farmer knows that manure is the most perfect fertilizer with which he can feed his soil, and by the addition of a little phosphate rock it can be made a balanced ration. Fully half the value of his manure is lost by hand spreading, which forms the best kind of argument for the retail dealer, when he combines with that fact the hard



CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager

811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS
\$1.00 per year in Canada; Foreign \$1.25 per year. Single Copies, Ten Cents

ADVERTISING
RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, MARCH, 1914.

work and extra cost that follow on hand spreading. Many farmers think that they save money by not buying a spreader, but they make a great mistake. By hand spreading they are paying a big interest on the money a manure spreader would cost, and are paying for labor that is not fully recompensed. If they own a spreader they will find that it pays for itself in time, labor and plant food saved and utilized to the best possible advantage. All spreaders are good, only some are better than others, and the reliable, efficient manure spreader, sold by a reputable manufacturer, is a good seller for any dealer to handle.

Financial Situation Improves

At last the hoarded gold of Europe is beginning to percolate through the financial arteries of commerce and industry. The war clouds, which so greatly effected finance, have passed, and the investor is looking around for safe openings at good interest. One of the largest Toronto bond concerns recently received a request from Britain for Canadian municipal debentures, with the result that in many of the more important municipalities it is found that there are very few securities for sale. The money stringency of 1913 has deterred many cities and towns from embarking upon very necessary public works, these being post-

poned until a more bright financial outlook. How great this enforced economy has been can be realized when we note that the December 1913 bank statement shows a decrease in municipal loans of \$5,000,000. The present condition of the bond market, however, warrants the construction of all necessary civic works, for there is no danger now that bonds will remain unsold. This sudden change in conditions does not, however, justify plunging. Bond buyers look only for such expenditure as is necessary for immediate use, of which there are plenty. The orders for steel, cement and lumber, consequent upon the commencing of such work, along with other raw materials and supplies, will greatly give an impulse to the industrial wheels of the Dominion, preventing further curtailment and unemployment in our factories and workshops.

Care and Correspondence

The man who is careless about his business correspondence is his own worst enemy, and especially if it is correspondence relating to his past-due obligations. He is taking the easiest course to contract his credit and cripple his business, for creditors are entitled to simple, straightforward answers to letters dealing with accounts. It is safer to neglect almost anything else rather than this side of a business.

If Governments Eliminate the Dealer?

It is reported from Washington that the U.S. Department of Agriculture is experimenting through its Rural Organization service, with a new scheme whereby the implement dealer will be supplanted as a purchasing agent for the farmer. At Schellburg, Pa., a small hamlet, the movement, it is said, is being experimented with, the idea being that farm implements, seed, etc., offer an excellent field for the department to show its paternal care of its agricultural children.

The initial sphere of the Rural Organization Service has been to help the farmer market his products, but now it concerns itself with the other side of the hedge, and proposes helping Silas to make his purchases. According to the report of the matter in Weekly Implement Trade Journal, this may harm the trade.

The movement has, however, not been extended sufficiently far to give any real cause for alarm. An exceedingly impracticable feature of the scheme as outlined contemplates inducing the manufacturers to send out exhibits of their goods to be shown at every railroad station long enough before the shipping season to give the farmer a chance to make his choice. It is contemplated that such displays would be made once or twice a year in buildings owned or rented by the farmers exchanges. The farmers cooperative association would form the buying unit for the territory around each shipping station, but the buying would actually be under the auspices of the Rural Organization Service. Cash represents the central idea of the scheme. This, or its equivalent must be deposited in the bank before any goods can be moved. The negotiable bill of lading also has a prominent place in the scheme. This must be properly endorsed and surrendered to the railroad before the goods will be delivered. Farmers who wish to buy in carload lots must have their orders and money in the bank at a specified time. The bank certifies that the money is awaiting the draft of the shipper. Then the orders and certificates are sent to the manager of the farmer's exchange, who in turn forwards the facts to the shipper, asking him to ship on his own order, attaching a draft to the endorsed bill of lading and together with the invoice. No money is handled by the exchange. The cash transactions are between farmer and bank, bank and shipper.

Now a Government Official



H. P. Hansen

The many friends of H. P. Hansen, formerly Winnipeg manager for the Empire Cream Separator Co., will be glad to hear that he has been appointed to take charge of the Dominion Archives for the whole of Western Canada. This post, we will take the opportunity to explain, concerns the finding, arranging and tabulation of all documents, manuscripts, photographs, paintings, etc., relative to the history of the Dominion, especially of the west and north. From his long connection with the prairie provinces, the coastal districts and the Yukon, Mr. Hansen is particularly qualified for this position of historical research. H. P. Hansen was born in Hamburg, Germany, in 1856, emigrating to the States in 1872. In 1881 he came north to Manitoba, embarking in the general merchandise business at Morden, where he had the distinction of building the first house and operating the first store. When Morden became a town Mr. Hansen was selected as its first mayor, and was also for many years president of the local board of trade. In 1898, during the gold rush to the Klondyke, the spell of the north fell upon Mr. Hansen, and we next find him engaged in a mercantile business in the mushroom growth of Dawson City, on the Yukon. In 1901 he came back to Manitoba, and in the fall was appointed branch manager for the Empire Cream Separator Co. From that date, until September, 1912, he became a well known figure in the implement business of the west, being widely recognized as a salesman of very high ability. On the lat-

ter date he retired from active business, taking a vacation until his recent government appointment as keeper of the western archives of the Dominion. With his many friends throughout the West we would be glad to see Mr. Hansen's ability recognized by his being appointed to a still higher office in the service of the country of his adoption.

Our Need For Technical Education

Canada, by no reach of imagination, can be said to be a land that is academic in its requirements, but rather a new country where the applied sciences, as adapted to engineering and manufacturing, are the most urgent need of the people. The study of dead languages, the sonorous repetition of pedantic Latin sentences, are possibly of considerable classical value to a country, but only in an era when the constructional engineer, and the agricultural expert shall have rested from his labors. Canadian Farm Implements has no interest whatever in politics, only so far as they affect the retail implement trade, but it seems to us that the government of our Dominion should hasten toward doing something substantial towards the cause of technical education throughout Canada. Political reports bring to us long and windy debates at Ottawa on points which are far less momentous to the future of our Dominion. The tendency of our youth is to evade any form of apprenticeship in business, which is a fact to be deplored when we consider the skill of mechanics from lands where these periods of trade or business apprenticeship are necessary. This renders all the more urgent our need for technical education, and even more important is the fact that yearly we are absorbing thousands of immigrants from all over the civilized world. The children of these men and women are potential factors in our trade and business development. They will populate our towns and villages, and we must of necessity furnish them with suitable and remunerative employment. To benefit Canada they must be trained mentally and physically to be adepts at whatever vocation they follow. As year succeeds year we must more vividly realize the necessity of our getting rid of the untrained and untutored man. Be he the man at the plow, or the mechanic at the vise, we are only assuring our future prowess as an industrial nation

by commencing—at once—to transform our thousands of untrained and unfit—in an economic sense—into Canadian mechanics, agriculturists and business men, who will bring to their sphere of labor skill that will demand a higher rate of wages than is now thought commensurate with their work.

The Way of Worry

When you look at it there is little wonder that the retailer can get bitten on credits, so long as the farmer who is a slow-pay man can enter his store and borrow \$30, \$50, or \$60 worth of goods without even giving him any tangible record that he owes the money. It is little wonder that continually retailers fail in business. Can you go to a bank and say: "I want \$100, and will pay you when I can?" You bet that you could not do it. You would have to put your business definitely on paper as to when you would pay, and you pay your interest in advance. But, and this is most important, you don't get the money unless your banker knows you, and that you are honest and a safe man to deal with. Many retailers argue that they cannot do business unless they sell on time. If so, it's hard to see what they are in business for. They must inevitably have worry in paying their bills, for no manufacturer can afford to carry them beyond a certain length of time. If he did he would go out of business, and the man who wants to carry all and sundry must necessarily do the same, since others owe him the profits which he embarked in business to secure.

Let the retailer look his books straight in the face. Consider the stand of the farmer in his dealings with you. Will he sell you a load of potatoes, or a load of wheat, on nine months' credit? If he does he is a great exception to an established rule. Comparing the retailer and the farmer, in many cases the son of the soil is actually by far the more wealthy of the two. He buys on credit and sells for cash, while the retailer pays his interest on the borrowed money. And usually he can heft the M.O. catalog from its honored position in the home and write a good fat order which he sends—cash enclosed.

One hundred dollars in cash sales at a reasonable profit is better than two hundred on long time credits, because the fellow who owes you, when he needs other goods and is still owing you money, usually goes somewhere else.

Personal

Robert Cock has opened an implement store at Darlingford.

F. M. Chapman has opened a new implement business at Oak River.

F. A. Brenton has closed down his implement stand at the town of Scott.

Fred Huehnichen has discontinued his implement business at Langenburg.

Alex. L. McDonagh, an implement dealer at Russell has closed down his store.

A new dealer to increase the implement fraternity at Hamiota is J. P. McDonald.

H. Delamater, Oak River, has sold out his implement business to F. W. Chapman.

J. W. Lightbody has been appointed manager of the I H C branch house at Yorkton.

Calvert & Sons, the implement concern at Russell, have discontinued operations at that point.

A new engine making concern to commence operations in Winnipeg is the Lawson Motor Works.

The firm of S. H. Greenwood & Sons, Elkhorn, has sold out its stock to a dealer named R. A. Knight.

H. Collins, an implement dealer at Neepawa has sold out to George Plunkett, another implementarian.

The J. J. Fallis Hardware & Implement Co., Elbow, will in future be under the sole control of J. J. Fallis.

John McTeetors, has purchased the implement business at Rossburn, formerly carried on by W. A. Peden, Jun.

The stock of Winkler Bros., hardware and implement retailers at Luseland, has recently been advertised for sale.

A new retail implement business has been commenced at Ettington by two brothers named Hutchinson.

Greig & Anderson, an implement duo, have bought out the business at Carievale, formerly carried on by C. M. Kein.

E. Jackson, a dealer at McTaggart, has sold out his interests at that point to an implement man named G. Lang.

We regret to note that the hardware and implement business of W. G. Duggan, Camrose, has been destroyed by fire.

The implement firm of Tweedy & Hoar, Raymore, has sold out its interests to a couple of dealers named Stonehill & Orthuer.

Thos. Scroogie, of Owosso, Mich., sales manager for the

I H C, was killed in a wreck upon the Michigan Central railroad on January 25.

Cousins & Smith, who ran a implement stand at Edam, are discontinuing their business at that point in Saskatchewan.

Manson Campbell, of the Gray-Campbell Co., Chatham, Ont., recently spent a few days in Moose Jaw on business connected with his company.

F. E. Spooner, formerly an I H C blockman at Regina, has been appointed branch house manager at Lethbridge for the harvester corporation.

Alex. Anderson, a dealer at Gladstone, has sold his hardware business to Williams Bros., continuing, however, to handle farm implements as formerly.

The Halbrite Steel Tank Co., operating in the town of the same name in Saskatchewan, has been succeeded by a concern known as the Freeland Sheet Tank Co.

J. MacEwen, implement dealer, Togo, recently looked in upon us while in Winnipeg during the Bonspiel. He reports business as being quiet in his locality.

A. H. Laidman, formerly office manager for the John Deere Plow Co., Calgary, has been appointed assistant manager at the Regina branch of that company.

A new company recently incorporated under the laws of Saskatchewan will carry on business in Regina under the title of the Bingham Pneumatic Wheel Co.

The firm of Tembrock & Bruning, Muenster, has had a change in its management, the partners dissolving. Henry Bruning will in future control the concern alone.

David Drehmer, secretary and general sales manager of the John

Deere Plow Co., Winnipeg, is at present on a tour through the West visiting the various branches of his concern.

The implement firm of Brumbaugh & Christfield, Maymont, has had a change in management, the partnership being dissolved, the first named gentleman carrying on the business alone.

H. H. Kohlman, manager at Regina for the John Deere Plow Co., recently spent a couple of days in Winnipeg. Mr. Kohlman was in the best of spirits, and looks forward to a good season.

H. A. Bordeau, formerly branch manager at Montreal for the I H C has been appointed general agent at Detroit, Mich., while A. W. Quinn, who was branch manager at Quebec has been transferred to Montreal.

The new tractor factory at Saskatoon, erected by Marshall Sons & Co., of Gainsboro', England, has just been completed. This firm are said to now be ready to appoint agents throughout the West for their tractors.

Padovlnecoff & Co., Blaine Lake, have had a change in ownership. In the future the business will be carried on solely by Mr. Padovlnecoff, who certainly has a cognomen which is more easy to write than to pronounce.

The implement concern at Expanse, known as Beckett & McDowell, has been broken up, the partnership being dissolved. The last named party is a lady—therefore, we presume, she used the female prerogative of changing her mind.

An inventory filed in Chicago a few days ago reveals the fact that the estate of the late William Deering consisted of real and personal property to the value of \$15,000,000. The property is left

to two sons and five grand children. Each of his sons receive \$5,000,000.

The De Laval Cream Separator Co., of Poughkeepsie, N.Y. are planning to erect a considerable addition to their plant at that point. It is estimated that the cost of the new buildings will be between two and three hundred thousand dollars.

The McClellan Stooker Co., was recently incorporated under the laws of Manitoba, its function being described as "manufacturers and sellers of machines to stook grain." The company is capitalized at \$100,000, among the principal shareholders being G. H. Green, D. J. Mackenzie, W. J. May, and Fenwick Dodds.

H. O. Lester, for several years cashier for the International Harvester Co., at Salina, Kansas, has been transferred to the general agency at Winnipeg, where he will fill a similar position. The position is a promotion for Mr. Lester, since Winnipeg handles fully three times the annual business of the Salina branch.

Martin Alberton, Gray, Sask., was recently in Winnipeg demonstrating a model of a sheaf loader on which he has secured a patent. The outstanding feature in his invention is a curving elevator, which deposit the sheaves in a box rack. The loader is simple in construction, has only one gear in its design, and is drawn by four horses.

H. I. Park, president of the Flint & Walling Mfg. Co., of Kendallville, Ind., sailed from New York, during the first week in February, for a six months business trip abroad. Mr. Park plans to visit many of the principal cities in Europe, and also Northern Africa, Palestine and Egypt. He is accompanied by his wife and daughter.

The Hackney Manufacturing Co., St. Paul, has sold its business to the Standard Motor Co., of Mason City, Ia. The purchase includes the good will and the patents for the United States and Mexico. Hackney Bros. are stockholders and directors of the Standard Co. The latter concern will manufacture motor trucks and autos in addition to the Hackney auto plow.

Russell S. Springer, Vice-President of the Holt, Mfg. Co., Stockton, Cal., has been transferred to Spokane to look after the Northwest business of the Company. This means the supervision of sales in Canada, Montana, Idaho, Washington and Oregon, together with the inspection of the product of the North-

west Harvester Co., at Spokane, which is allied with the Holt Mfg. Co.

We had the pleasure of a visit recently from J. A. Loeppky, who, accompanied by Mrs. Loeppky, was in Winnipeg for a time. Mr. Loeppky, who used to be located at Jansen, is now in Herbert, Sask., where he is opening up an implement business. The name of the firm will now be Loeppky's Limited, it having been duly incorporated in Saskatchewan at a capital of \$60,000.

An implement factory will be erected in Maple Creek, Sask., by the Gilbert Hunt Mfg. Co. The company is capitalized at \$700,000, of which it is reported, \$200,000 has already been subscribed by citizens of Maple Creek. A site has been chosen in that town, at the south end of Jasper Street, and it is stated that the plant will cost \$100,000. Power will be supplied by the Maple Creek Light & Power Co.

It will be of interest to all enthusiasts in the roaring game to note that J. Johnson, Baldur, along with his combination, carried off the MacLaren Cup at the Winnipeg Bonspiel. The cup itself is valued at \$200, to which other valuable prizes are added. Mr. Johnson, the skip, is a son of Chris. Johnson, the well known implement dealer at Baldur, and is in business with his father. This victory of the Baldur rink should do much to boost the game in that locality.

O. W. E. & P. Co. Entertain Staff

The annual convention of the Travellers and Department Heads of the Ontario Wind Engine and Pump Co., Ltd., was held in Winnipeg, February 5th to 7th, at which time the plans for the ensuing year were discussed and ideas interchanged. This company is making a very aggressive campaign for the year 1914, and have an excellent staff of men to represent them.

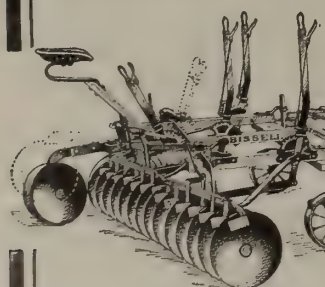
On Saturday evening the management entertained the salesmen and staff at a banquet held at the Royal Alexandra Hotel, Winnipeg, after which they spent a pleasant evening at one of the local theatres.

Keeping in Touch

Patron, (to very slow waiter) —"Bring me some salad please. And you might just send me a post card every now and then while you're away."

To Work the Various Soils of the West Properly, You Want a

Bissell Disk Harrow



Measured by quality or by the amount of cultivating it will accomplish, the 28x16 Bissell Disk Harrow is far ahead of any other on the market.

This Disk covers 14 feet at one sweep—cuts, cultivates, pulverizes and properly turns the surface of the soil. It will penetrate as deep as required. For summer fallow work it is speedy and very satisfactory. Built with long poles or fore trucks as preferred.

A Trailer can be furnished for cutting out the centre strip when desired. The equipment is for six horses, and the draft is light for the first-class work it does. Gangs are in four sections and made flexible to conform to uneven ground.

DISK PLATES are the tried and proven special BISSELL shape. They reach well under, giving the soil a good turning over.

Write any of the John Deere Plow Co., Ltd. Branches, addressing Dept. "E"

MANUFACTURED EXCLUSIVELY BY

T. E. BISSELL CO., Limited, ELORA, ONT.

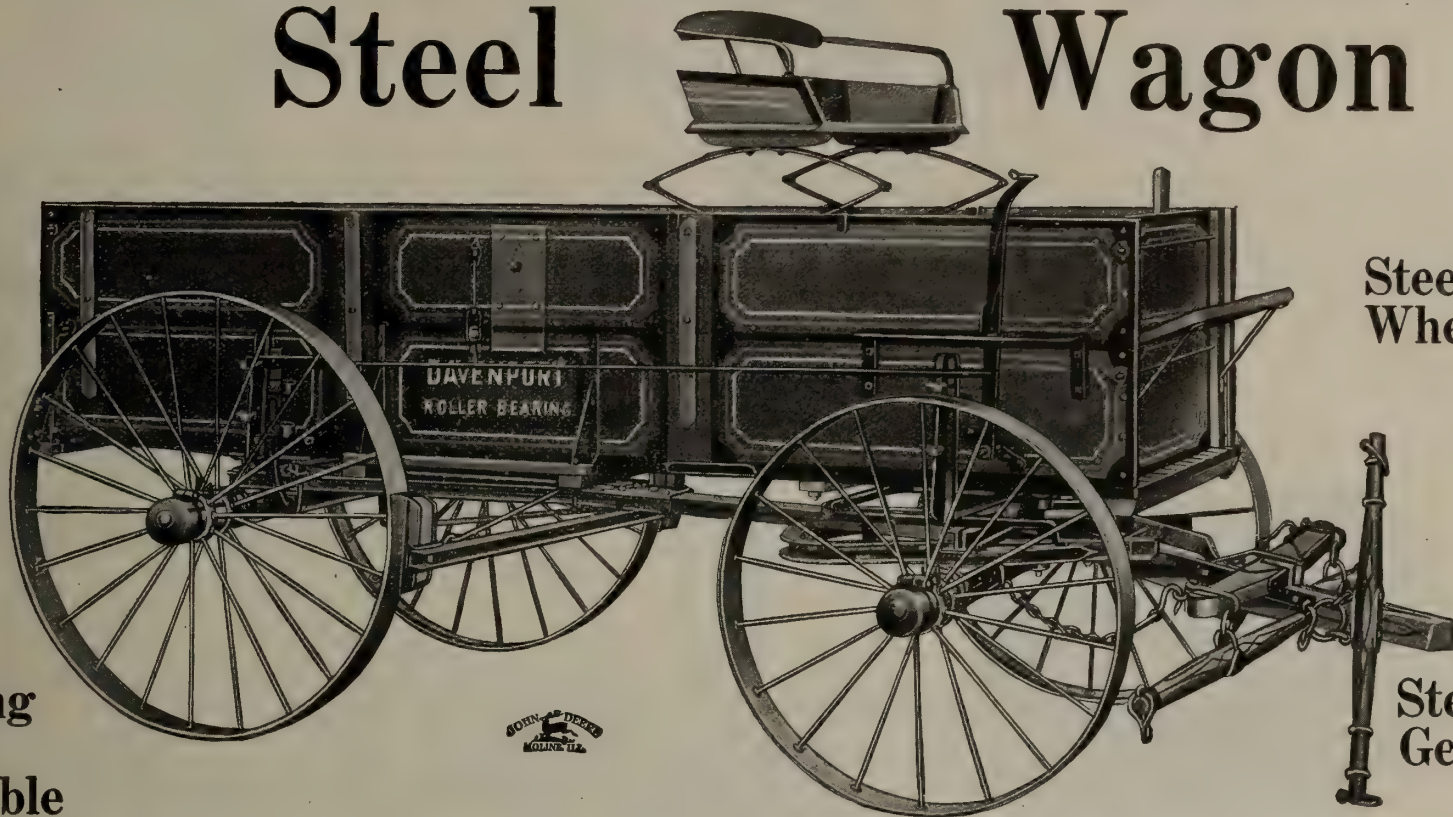
Davenport Roller Bearing Steel Wagon

Roller Bearings Reduce Draft 30% to 50%

Strong and Durable

Steel Wheels

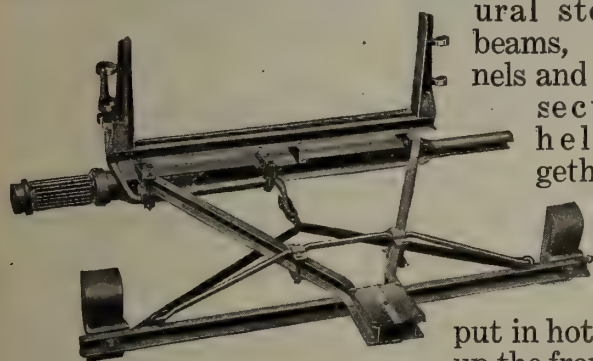
Steel Gears



Built Like a Bridge

Like the modern steel railway bridge, the Davenport Wagon is built for the heaviest lifetime service. Structural steel I-beams, channels and angles

The tires run flat on the ground and straight ahead—not on their edge as is the case with the ordinary wagon.



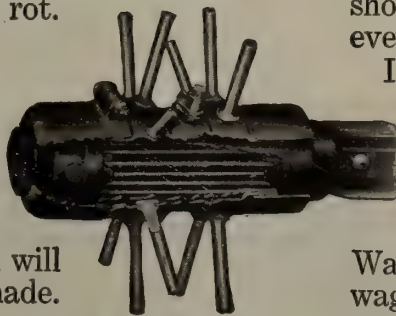
securely held together by large steel rivets

put in hot make up the front and rear gears.

Davenport Running Gear cannot become loose and rattle. It is not affected by changes in the weather. It does not dry apart or rot. Each gear remains practically one piece.

Strongest Wagon Wheels Made

Steel wheels on the Davenport Wagon are made with a tension. Each spoke carries its share of the load all of the time and not only when it is the under spoke. Davenport Wagon wheels are stronger and will last longer than any other wagon wheels made.



No Bolts or Nuts to come loose
No Tires to Reset
No Cracked Hubs
No Split Felloes
No Broken Axles
No Repair Bills

Light Draft
Strong and Durable

Roller Bearings—Light Draft

That roller bearings reduce draft is generally known. Straight roller

bearings on the Davenport make it the lightest draft wagon on the market.

Even after years of use these roller bearings show no appreciable wear. They are practically everlasting.

It is not necessary to take the wheels off to oil a Davenport. Just push back the cover of the oil cup and squirt in a few drops of oil; the cover closes automatically.

There are other features that you have to offer your trade with the Davenport Wagon that the farmer cannot get on any other wagon made. Ask us about them.

Wagon competition is the hardest competition you have. With the Davenport Wagon you offer your trade something that your competitor cannot meet. The Davenport Wagon gives you what you have not been having with other wagons—the chance to make a fair profit on wagon sales.

Have you read "When the Going Is Hard"? It is a little book, well worth your time to read. Tells all about wagon construction. Ask us for it.

John Deere Plow Co., Limited

Winnipeg Regina Saskatoon Calgary Lethbridge Edmonton

ASPINWALL

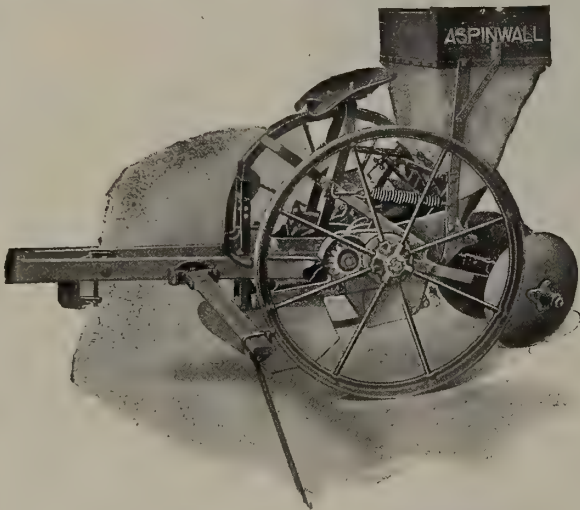
DEALERS should carry a Large Stock of these
Potato Tools. LABOR Saving, Convenient
and Accurate--Popular Everywhere
among Potato Growers.

CUTTER

This is a great time and labor saving machine. Six to eight bushels of seed can be cut per hour. A boy can operate it. Division of eyes is better than average hand work. Potatoes can be halved, quartered or cut to any size and the seed end removed if desired.



THE ASPINWALL CUTTER



THE ASPINWALL PLANTER

Planting potatoes by hand is hard, slow work. A Potato Planter will appeal to every farmer.

The Aspinwall Planter will particularly appeal to every farmer, as it is in a class by itself. It works entirely automatically and can be perfectly adjusted to suit all conditions.

Light draft, accurate and rapid. Feed can be regulated from the seat. It can be adjusted easily and quickly to plant the following distances: 9, 10, 11, 13, 15, 17, 20, 24, 26 and 30 inches.

Handling a high class planter, such as the Aspinwall, gives a dealer a big opportunity to do a large profitable business.

VAN BRUNT

The Drill That Sells and Makes Good.

New Boot Discharge

The Boot and Discharge is within instead of outside the circle of the disc. Seed is deposited at the widest point of the furrow. The seed does not touch the upward turn of the Disc but is deposited at a uniform depth with every kernel covered.

Adjustable Feed Gate

The greatest improvement ever put on a Drill. All kinds of grain, coarse or fine, can be regulated and deposited in an even manner without bunching or skipping. THIS FEED IS ADJUSTABLE to all requirements.

Light and Strong

Three or four hundred pounds lighter than other drills is one of the reasons THE "VAN BRUNT" is so popular. LIGHTER, YET STRONGER. Heavy angle steel frame wheels with long bearing hubs. Continuous axle running entire length of machine. No stub axles, therefore no sagging. Built to stand the work a drill should do.

Build up a Profitable Drill Trade.

Give Your Customers Quality and Service.

Van Brunt Drills Give Both.

John Deere Plow Co., Ltd.,

Winnipeg.

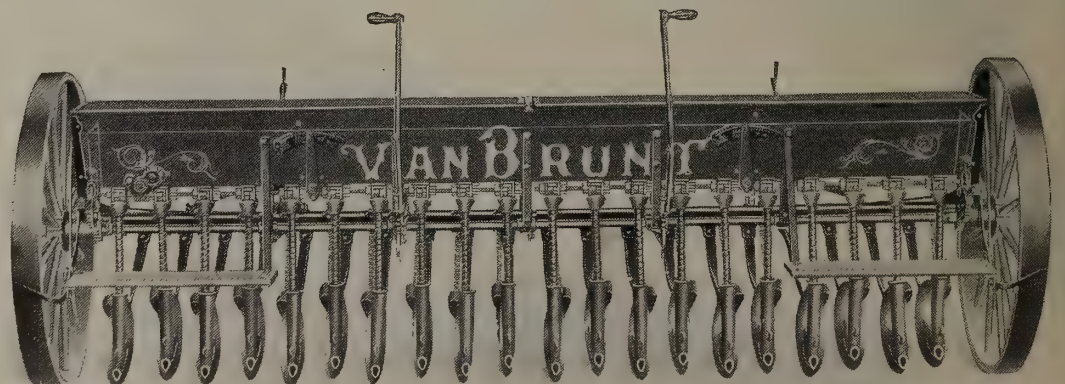
Regina.

Saskatoon.

Calgary.

Lethbridge.

Edmonton.

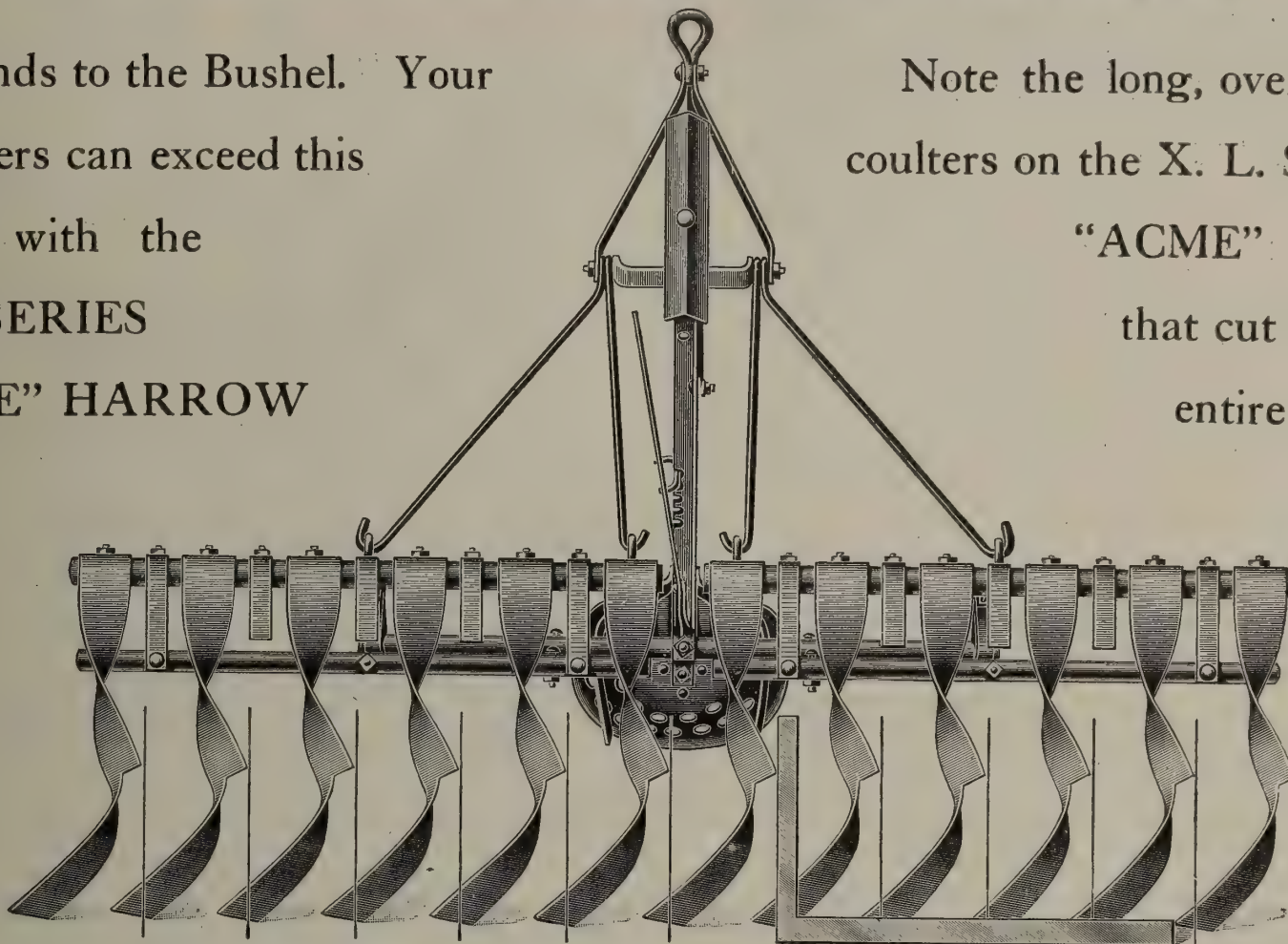


World's Record Wheat in 1913

Produced on soil mulched with a Standard
"ACME" PULVERIZING HARROW

71 Pounds to the Bushel. Your
 customers can exceed this
 record with the
**X. L. SERIES
 "ACME" HARROW**

Note the long, overlapping
 coulters on the X. L. SERIES
"ACME" Harrow,
 that cut over the
 entire surface.



Bottom view, X. L. Series "ACME" Harrows, showing over-lapping coulters.

The long coulters cut the roots and turn the weeds up to the sun and air where they are dried up and killed. No soil can pass between the coulters without being turned. The under soil is thoroughly packed and the top soil finely mulched.

CONSERVES all the **MOISTURE** and assures a full crop where other styles of Harrows open up the soil and hasten evaporation with consequent loss in yield.

Sizes from 3 to 17½ feet in width, for horses or tractors.

DUANE H. NASH
 (Incorporated)

307 Division Ave.
MILLINGTON, NEW JERSEY

GENERAL AGENTS:

JOHN DEERE PLOW CO., LTD.

WINNIPEG

CALGARY

SASKATOON

LETHBRIDGE

REGINA

EDMONTON

TORONTO

WELLAND

LONDON

Selling Service with your Goods

By FRANK D. BLAKE.

The following excerpts from an address by Mr. Blake should be read with interest by every implement dealer, since they are the arguments of one who has a wide and varied knowledge of the things which build for success in the retail business.—Ed.

Compared with the implement dealer no other class of business men are so charged with important obligations to their customers. The retail business of this country rests upon service as a foundation, and service is what the customer wants and is a thing for which he is willing to pay. The shrewdness of the average man will draw his trade to the place offering him the greatest permanent advantage, and behind the bulwark of service the retail dealer can stand secure against the combined enemies of the commercial world who seek to dislodge the retail system in business.

Upon the shoulders of the implement dealer rests the burden of educating the farmer to use better and more scientific tools so that more acres can be cultivated and the work done in a better way, thus insuring greater production from each acre and more net profit to the producer.

The burdens of the retail dealer are heavy, his responsibility great, but a well educated dealer who knows what it costs to do business, who can sell goods at a profit, retain the confidence of his customers and give a service that will bring him a large volume of trade, a dealer who appreciates that an exclusive agency for high-grade, nationally advertised goods is a valuable asset, is certain to succeed and it should be the ambition of every manufacturer to help elevate all the retail trade to this high standard.

In selecting a line the dealer's first question is: "Can I build up a permanent business and make more money year after year on this line than on any other?"

The quality of the goods is always a matter of first concern because "quality is remembered long after price is forgotten."

Success in business depends upon "repeat orders" and "repeat orders" are influenced greatly by the quality of the goods sold.

The dealer's primary idea in going into the implement business is to make a living and a reasonable profit on his time and investment. If he cannot do this he will not long handle any line of goods, no matter what the quality may be. The dealer's profit is a matter of concern to the manufacturer because the less profitable the retail business

the more frequent the changes and the less experienced the dealers. The poorer the local merchant, the less skill he possesses in merchandising; the smaller the stock he carries and the less capital he employs, the greater the opportunity for the catalog house.

The more intelligent the dealer the better service the farmer receives; so the consumer is interested in the business methods of the dealer. Every implement dealer should graduate and every graduate should take a post-graduate course in figuring costs. One price-cutting dealer, whether through ignorance or malice, will in time disturb prices over a large section. Cut prices will go from town to town and finally spread over a large territory just as one bad apple will ultimately cause the decay of all the apples in the barrel.

There are certain things which it is essential for the implement dealer to do in order to succeed. He must have a suitable place of business properly located, and he should handle the best goods he can secure. By seven distinct steps he can advertise his goods.

(1) By exhibiting samples set up in a clean, attractive store.

(2) Through his local paper.

(3) By maintaining a farmers' list to which should be sent, at seasonable times, advertising covering the various lines.

(4) By educating himself in the quality and merit of the goods to be sold and imparting this information to his customers.

(5) By understanding the conditions under which the various tools can be used to advantage and advising the farmers when and under what conditions they can be properly purchased.

(6) By keeping himself so familiar with agricultural matters and implement conditions in particular, that he is a specialist, competent to advise farmers in all phases of their implement needs.

(7) By reading good trade papers, thus keeping abreast of the times in the implement field.

Some manufacturers are inclined to extend terms and give liberal cash discounts. In the end this will prove demoralizing to retail prices and lessen the desirability of the goods to the dealer as an investment for profit.

For example—

Where a 10 per cent discount is offered, say on drills, a dealer will frequently cut the price on a buggy in order to get the cash

with which to discount his drill account, thus demoralizing buggy prices.

Long terms lead dealers to over-buy and encourage bad business practices later in order to move surplus stock. Carried-over goods frequently are sold at a cut price by the dealer, owing to their dingy and unattractive appearance.

For years high-grade agricultural implements have been marketed through the implement dealer and I regard him as the most important factor in the sales organization. If this method of marketing goods is to continue successfully, mutual profit must be realized. The manufacturer must make money and the dealer is in business for the same purpose. The more successful they both are in achieving this object, the closer, more pleasant and more permanent their relationship will be. And let none of us forget that service to the customer is the law of self preservation which alone can protect retail business to-day and evermore.

Meetings of National Gas Engine Association

The executive and show committees of the National Gas Engine Association have decided to hold the Seventh Annual Meeting of that body in the La Salle Hotel, Chicago, on June 24, 25 and 26, 1914. The committee deemed it advisable to hold the annual show east of Chicago, so selected the city of Toledo, Ohio. The dates selected for this show are October 19th to 24th, 1914.

First Steam Plows in Far North-West

John Harris, formerly of Oklahoma, and H. L. Adair, of Southern Alberta have the distinction of taking the first steam plows into the Peace River Country, north of the 55th parallel of latitude. There the two pioneer power farmers will engage in grain growing and mixed farming. Harris has a tract of 4,000 acres in the Grande Prairie district, and Adair between 4,500 and 5,000 acres near Lake Saskatoon in N. W. Alberta.

Harris is planning to break 2,400 acres the coming spring and seed it to wheat and barley, which he will feed to stock next winter. Heads of implement houses in Edmonton report that 20 steam plows have been contracted for delivery during April and May. This means that many thousands of acres of virgin land north of Edmonton will be broken and cultivated this year.

Canada's Oil King Dies

The largest individual oil producer in the Dominion died when J. H. Fairbank, of Petrolea, Ont., passed away on February 11. For over fifty years the late Mr. Fairbank led a busy life in the oil fields of Canada, in later years being interested in the refining business with the late Samuel Rogers of Toronto. His refining interests were absorbed by the Imperial Oil Co. The deceased gentleman was in his 83rd year, having been born in 1831 in Clinton County, New York. He came of a brilliant family, among whom have been N. R. Fairbank, a prominent American manufacturer, and Charles W. Fairbank, former Vice-President of the United States. In 1853 he came to Canada, commencing as a surveyor. He settled in Petrolea in 1865 and has been regarded as the mainstay of that town.

He established the hardware business of Vantuyl & Fairbank in the early sixties, having stores at Petrolea, Oil Springs and Bothwell. Deceased was sole owner of the Stevenson Boiler & Engine Works, and principal stockholder of the Petrolea Wagon Company.

Among the improvements which he inaugurated was the operation of a number of wells from one central engine. The late Mr. Fairbank represented East Lambton in the Liberal interests in the Dominion Parliament from 1884 to 1889, being a desk-mate of Sir Wilfrid Laurier during the regime of the Hon. Alexander Mackenzie. He is survived by a son and a daughter.

You Increase Your Business Loss By—

Goods exposed to the elements.
Failure to take cash discounts.
Sales lost because not scheduled in advance.

Settlements not made on delivery.

Failure to get interest on deferred payments.

Goods delivered but not charged.

Warehouse poorly packed, necessitating extra handling of stock.

Show windows neglected.

Poor judgment in the selection of goods and quantities purchased.

Using long distance 'phone when mail would do.

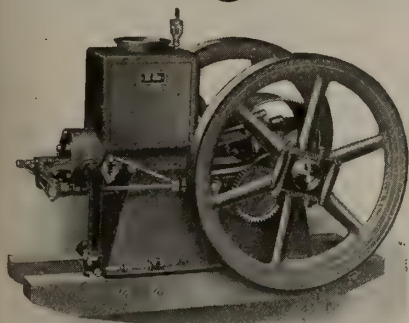
Lack of care in routing goods to secure lowest rate.

Carelessness in checking incoming freight.

Injudicious advertising.

Implement Dealers' Bulletin.

Bulldogs Hold The Trade!



The Bull Dog Gasoline Engine

Bulldog Fanning Mills

We produce a complete line of these fanning mills, which we sell on an absolute guarantee to give satisfaction in every way. These machines are built in three sizes, 24, 32, and 40 inch sieve widths.

Here is shown our 40 inch Power Mill with Wagon Pox Elevator attached. This mill will elevate grain into the wagon box or into a bin 8 feet high. It is of special construction.

IF IN THE CITY
CALL, OR LET
US QUOTE YOU
PRICES



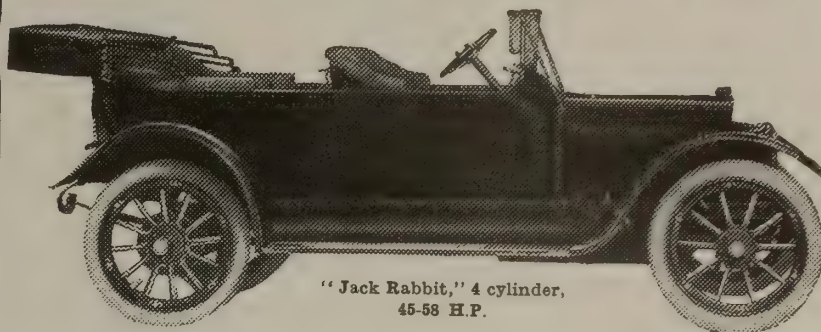
The 40-inch Power Bull Dog Mill

Twin City Separator Co. Ltd.
179 Bannatyne Avenue, E. Winnipeg

Bull Dog Gasoline Engines

made in sizes from $1\frac{3}{4}$ to 12 h.p., are a line that will bring the implement dealer profit and prestige. Of solid construction and absolute dependability, they are engines that are adaptable to all general work on the farm. Their sale will mean money to you, Mr. Dealer.

The Old Reliable The "Jack Rabbit" Car



"Jack Rabbit," 4 cylinder,
45-58 H.P.

THIS car was designed and built by Elmer Apperson, who built the first car ever constructed in America. That was twenty-one years ago! Apperson Bros. have constantly and consistently improved their product, and today are the leaders in automobile construction in America.

Consider some of these High Class Features

A large, roomy body, with deep upholstery of genuine Turkish leather and curled hair, built on the most graceful and comfortable lines.

Mounted on a powerful chassis, with long wheel-base—120 inches; a 45-58 H.P., T-head, noiseless motor. Large wheels, 36 x 4. Moreover, we must include the electric starter and lighting system.

Write for Booklet F, "The Apperson Way," and get our Agency Contract for your district.
There is money in it.



RABBIT AUTO SALES CO. Ltd.

HENRY RUSTAD - - President

108 Carleton Building, Winnipeg, Man.



REAL ECONOMY

IN USING

"Maltese Cross" Auto Tires and Tubes



Ask The User

TIRE REPAIRS

We Give You Quick Service and
Guarantee Every Repair

Gutta Percha and Rubber Limited

WINNIPEG Not in any Trust or Combine CALGARY



No Side Draft

Genuine Gregg Eveners are made in sizes for 2, 3, 4, 5 and 6 horses, for gang and sulky plows; for wagons, manure spreaders, grain drills, etc. Your customers want the Gregg Eveners; are you prepared to supply them?

Write us today for catalogue and full information, also for list of Jobbers selling these eveners.

Gregg Manufacturing Co. Ltd.,

Winnipeg - - Man.



Get the M.O. Catalog Also

Prices in the mail-order catalog are sugar-coated by use of leaders and expert, elaborate descriptions of selling points. They are the results of experience and the handiwork of experts in buying, selling and management. They constitute attractive advertising.

While the dealer cannot issue such a catalog, yet the descriptive points can be utilized in advertising and the method of using leaders can be made food for thought that will pay for the time and trouble of careful study. The mail-order catalog should be one of your tools.

The Spasmodic Salesman

It is strange yet true too that many brilliant salesmen are spasmodic, idle and have very erratic habits. This may follow in the truth of the well known saying, that "Genius is akin to madness," but nevertheless many a business man is influenced by the conduct of such high grade salesmen and regard the breed as temperamental, whimsical, thoughtless and generally childlike in their behaviour. They are brilliant, some of them uncannily so, capable of tremendous bursts of speed, but are likely to be thrown out of gear by the veriest trifle. That has been the case with many of the greatest thinkers in the history of the world.

Happily, however, this class of salesman is growing fewer and fewer. The modern sales expert is not a mere machine who needs to be impelled by suggestion or by sudden impulse. He is a quiet, rational, systematic business man, who plans his day's work and goes at it as a mechanic operates a run on a lathe. The "brilliant" side of the business fades into the limbo of the past, and more and more we realize that the salesman is not neces-

sarily a genius but rather a man with an alert business brain, who has the capacity of talking to and impressing those with whom he comes in contact. He needs no one to ignite his business engine, but with grip or sample case catches his train, visits his trade and gets the business. The impulsive class of individual is too liable, anyhow, to have some kink in his mental make-up. That kink may end in a halo of glory in sales records or in the dismal quietude of a padded cell.

Carriage and Wagon Trade Increase

Reports from the U.S. carriage and wagon trade show from 1 to 25 per cent increase in their manufactured output, while the automobile industry claims increases ranging from 10 per cent decrease up to 40 per cent increase, the former averaging about 5 per cent and the latter about 10 per cent. This increases the output of horse-drawn vehicles from \$14,000,000 to about \$14,700,000, and the output of automobiles and other parts from \$6,000,000 to \$6,750,000, a total for the vehicle trade of \$21,450,000, compared with \$20,000,000 in 1912.

Louden Machinery Co. Make Additions

The Louden Machinery Company, Fairfield, Iowa, has recently completed extensive improvements and additions at four of its principal branches. The Fort Wayne, Ind., branch has been enlarged to twice its former capacity. The St. Paul house has added a large new 2-story building which will be used, in part, as an office building. Next to the office section is a well equipped show room. The branch factory at Guelph, Ont., has built an addition 80 x 100 feet, nearly doubling its former floor space.

The home factory at Fairfield has just been enlarged by the addition of a new hollow tile building 66 x 96 feet. This building will be occupied by the blacksmithing, galvanizing and sandblast departments. Another new building, 40 x 66 feet, has been erected at the home plant for the storage of fair exhibit materials.

These extensions will greatly increase the manufacturing and distributing facilities of this company and will somewhat relieve the crowded conditions which have resulted from the steady growth of the past few years.

American Investments in Canada

According to figures compiled by the Monetary Times the sum total of American investments in Canada in 1913 was \$636,904,000, compared with \$417,143,000 in 1911. There are 450 branch houses with an average capital of \$300,000. The investments in agricultural implement distributing houses are placed at \$9,255,000. The largest American concern in Canada, a factory of agricultural implements near Toronto, had orders for more than 200,000 machines in 1913, as compared with an output of 78,000 in 1909. At least twelve U.S. manufacturers of agricultural implements have branches in Canada.

Farm Machinery in Argentina

During 1913 the sale of farm machinery in the Argentina was slightly restricted owing to money shortage. Apart from the British threshing machinery, and a few mowers and plows, practically all the agricultural machinery was imported from North America. The question of prices is more important in Argentina than is the quality of the goods, therefore the majority of buyers choose the cheaper article. The machinery imports were from the following countries, the quantities being in the order given: United States, France, Germany, Italy and the United Kingdom.

The Right Viewpoint

A Teutonic travelling salesman, of an optimistic frame of mind, made the following improvement on a famous poem by Ethel Wheeler Wilcox. His rhyme runs thus:

"Schmile undt the world it schmile mit you; laugh, undt the world vill roar; howl, undt the world vill leaf you, undt nefer come back any more; for all uv us couldn't peen handsome, nor all uv us wear goot clothes; but a schmile vas not exbensive, undt covers a world of voes."

The North American Machinery Co

The North American Machinery Co., is a comparatively recent arrival in the wholesale farm implement business of Winnipeg, the offices of the Company being located at the corner of Higgins Ave. and Sutherland Ave. The manager of the company, Mr. A. Cooper, is eminently suited for the position, since he has had a life-long connection with the manufacture and sale of farm engines, implements and machinery, both in England and America. The company carry a comprehensive line of farm implements and accessories, one of their chief features being the Dominion engine in a wide variety of sizes and styles. All types of plows are handled, both gang and riding, also cultivators, drills, feed mills and harrows. The North American Machinery Co., have also secured a contract for the sale of the well known Heider tractor, manufactured at Carroll, Iowa. Plow bottoms and shares, potato diggers, pumps, hay tools, sleighs, manure spreaders, etc., are a few items of their comprehensive line. This concern ought to do a good business with the retail trade throughout the West.

Canada's Largest Steel Water Tower

During February work was completed, at St. Thomas, Ont., on the steel water tower to be used in connection with the city water works system for the purpose of equalizing pressure and to supply water in case of breakdown in pumps or mains. The tower is the largest steel structure of its kind in Canada, having a capacity of 500,000 gallons and a height of 144 feet. It is, incidentally, the second largest of the type in America. The total cost of erection was \$25,916.

Convincing Your Customer

Progressive farm tools are designed to meet the needs of advanced farming. Convince your man that these tools will be an advantage to him and you have made him a better farmer. The silo, the manure spreader, the litter carrier, the sub-soiler, the land roller, the soil packer, the ensilage cutter, the gasoline engine, the grain grader, the feed grinder, the seed tester, the cream separator, the swinging stanchion, the tractor and dozens more are implements the sale and use of which mean better farming conditions.

Never judge a man by his coat; he may owe the tailor.

It costs you nothing to investigate
our 1914 proposition to Agents on
Raymond Sewing Machines
Raymond Superior Cream Separators
Peerless Incubators

Cut Out and Send to Us for Particulars

Name

Address

**Three Famous Old Reliable
Canadian Lines**

Long Terms. Reasonable Prices.
Big Profits.

The Raymond Mfg. Co.

(OF GUELPH), LIMITED

80-82 Lombard St., Winnipeg.

Two Classes of Retailer

As applied to retailing, the word "legitimate" usually refers to a permanent establishment conducted by a proprietor who carries a representative stock to sell to consumers, says Weekly Implement Trade Journal.

A curbstome dealer orders a few machines, shelters them under the blue of the heavens above; maintains no permanent establishment; dodges his taxes and usually is of itinerant tendencies. Another type of curbstome dealer is found in the man whose sole stock is a catalog, warehoused in

his coat pocket, and whose taxable possessions comprise his watch, three lead pencils and an extra pair of socks. He is an order taker and in no sense a legitimate dealer.

In their relative influence upon the community, the store owner and the curbstome dealer are as different as night and day. The dissimilarity between the two might be noted in that the former is a supporter of and a contributor to the public institutions of his town, such as schools, churches and municipal government, while the curbstome dealer usually

is not. The legitimate dealer enjoys a position in the social life of the community which supports him. The curbstome dealer seldom does.

From a business standpoint, the jobber finds the curbstome artist a poor customer. Because he carries his business under his hat, and in view of the fact that his physical being is poor collateral, the curbstome dealer pays cash in advance. Upon the other hand, the legitimate dealer maintains an establishment which is a moral security to the jobber that his obligations will be paid.

What Constitutes Spark Advance

While it may seem almost as unnecessary as explaining which end of the alphabet comes first, it is a fact that many who drive cars do not know that the spark is advanced by shifting it in the direction opposite to the rotation of the crank shaft and is retarded by shifting it in the direction of rotation; the idea that "advancing" means shifting in the direction of rotation is by no means uncommon.

Empty shelves draw no trade.

Buggies, Mills, Scales, Picklers

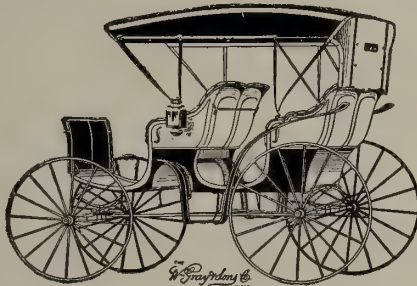
The GRAY-CAMPBELL is the Line that SELLS and gives SATISFACTION



New Chain Drive Mill

The GRAY-CAMPBELL Mills are the Mills that make good. Made in three sizes for hand or power drive.

Scales mean accuracy, and the GRAY-CAMPBELL Truck and Pitless Scales are tested, inspected and guaranteed absolutely reliable.



No. 510 Steel-Seat Surrey

Our Vehicles are the last word in strength, symmetry and finish



The Chatham Kitchen Cabinet

A satisfied woman is the best advertisement we know. Sell one of our complete kitchen cabinets and it will sell a dozen more.

We may not be represented in your district. If not, write for our proposition to dealers.



Swift's "Dreadnaught" Immersion Pickler

The season for treating seed grain will soon be here. You can place our Immersion Picklers every time. Do you handle the CHATHAM Screw Pickler? Strongly built, it has great capacity—none better.

GRAY-CAMPBELL LIMITED

WINNIPEG, Man.

MOOSE JAW, Sask.

Sending Articles to Trade Journals

While we are not inundated by contributions concerning farm machinery and implements we note the praiseworthy efforts of so many correspondence schools in instructing as to correct phrasing, applicants for situations, or embryo journalists submitting articles, therefore we feel that a little advice will not be out of place for all aspiring trade and farm paper correspondents.

The correspondent, in submitting an article to this or any other journal, should, of course, enclose a letter to the Editor. In writing to him do not in any case err in being too brief; remember that for at least six hours a day all that the Editor of any periodical does is to sit in his chair with his feet up on the editorial desk—presumably immersed in thought. Therefore be full and comprehensive in your letter, to be concise is an error which no Editor would forgive.

Be sure to state emphatically that your article is original, and should you have referred to any publication it is not in good taste to cut from its pages, pasting the matter in your M.S. This might lead to the Editor doubting your veracity, moreover it is an infringement on the sacred rights of all editors. Therefore let all copying be carefully executed.

In sending an article to Canadian Farm Implements, or any other journal, write on **one** side of the paper only. It really makes no difference whether you write on **both** sides, and if you are of an economical turn of mind, up and down across your previous matter; only the Editor finds that printers have a dislike to this habit, on account of the strain on their eyesight. Moreover they look to the trade press

to help out the manufacture of paper. Consequently on **one** side only, please.

In writing the Editor be sure to cover the following points:

(1) State clearly the year and month you wrote your first article, and name the journal to which you sent it.

(2) What you thought of that journal and of the Editor who returned your manuscript.

(3) Give your height, chest measurement and fighting weight; also state whether you have ever had measles, if so how many.

(4) Give clearly the reasons why you wrote the article, and explain exactly how much you know about soil culture, engine gangs, setting slide valves and live stock raising. This is important as many editors like to believe that a contributor has at least some knowledge of his subject. In this be sure not to use technical phrases which would necessitate reference to an encyclopaedia, which is harassing work for the editorial department.

(5) Thereafter give a short but full description of your article and its importance. In this it is bad taste to let the description of the article exceed the actual length of your contribution.

(6) State whether your ancestors have farmed for 300 consecutive years (more or less), and their views on the question of power farming before 1750 A.D.

(7) Give a list of the journals who have already returned your enclosed article, and a criticism of the mental abilities of their editors. State, with subtlety, that you consider the editor whom you now address a man of wider perspective than the usual trade journal copy machine.

(8) Mention your habits and childhood amusements (a) the jobs which you held during your lifetime (b) the reason why you remained as long as you did in each situation.

(9) State how long you have been a subscriber to the journal which you honor with your manuscript, and also whether you think it worth the subscription cost. As a friend, point out to the editor the many improvements which you consider could be made in its pages, quoting other periodicals as examples. Review its advertising pages, criticising the layout and display of not less than ten advertisements.

(10) Give a full list, with names and addresses, of your friends who have promised to buy the issue in which your contribution appears. Also state that you will personally take a hundred copies, while the editor may pay you for the articles at usual advertising rates.

(11) If contribution is in verse calculate each line at 20 cents and enclose money order. This because it is hard to get Editors to peruse poems. If paid for as an advertisement, however, they usually appear.

(12) Give name and address (write clearly) on a fully stamped envelope to accelerate the return of the article.

Get a Tacit Understanding

I am led to believe that many of our troubles on collections commence when the sale is made, in not having a thorough understanding with the customer. Have a distinct understanding with the customer when the sale is made, that the goods have changed hands and that, when you have his cash or note, it belongs to you and the goods are his. Convince him without ques-

tion that the goods are what he wants, or you have only half made the sale, and many times you will have to finish the other half at settlement time, either by taking the goods back or by compromising settlement. Which ever it be it is disastrous to your business, and especially to your standing in the community as a business man. We could say a great deal on this subject.

Have a distinct understanding with the customer just when he is to settle. Do not say to him, "Just take it along and settle when it suits you." If you do, you will get caught sooner or later, mark that. Do not be afraid to talk straight to the customer who is asking you for credit. It is he whom you are accommodating and not yourself. Be sure that you leave with him that impression.—T. N. Witten.

Again The Statistical Fiend

An experiment station attache, with a genius for figures, shows that with a single grain of wheat to start with, it would take fifteen crops, planting the entire product of each crop, to give the world a larger wheat crop than it has at present. He figures it all out on the basis of the average annual production per acre of 14 bushels. That is equivalent with ordinary seeding, to an increase of about eleven bushels to each bushel of seed. At that rate of increase, a single grain would produce a little over a pound of wheat in four years. In the seventh year, the product would be nearly 25 bushels; but after the tenth year, the succeeding crops would be prodigious, the fifteenth crop amounting to 5,339,484,854 bushels. This last is nearly 50 per cent larger than the world's present crop. Of course, in the fifteen years, the world would not use any wheat; it would have to live on breakfast foods.

BRANTFORD BINDER TWINE

BEST FOR ANY MAKE OF BINDER

Therefore why not sell this first-quality twine and please your trade. Every ball guaranteed:

FOUR LENGTHS AND BRANDS
"Gilt Edge" 650 feet. "Gold Leaf" 600 feet.
"Silver Leaf" 550 feet. "Maple Leaf" 500 feet.

Address inquiries to—John R. Firth, 35 Home St., Winnipeg, Representative for Manitoba and Saskatchewan.
The Cockshutt Plow Co., Ltd., Calgary, Representative for Alberta and British Columbia.

THE BRANTFORD CORDAGE CO., LTD.
BRANTFORD, ONT.

MONEY IN POTATOES

and consequently, money in potato machinery.

Farmers recognize the profits of potato growing and the stability of the market for potatoes as an opportunity they should take advantage of. More potatoes are grown every year.

This creates a demand for potato machinery that means money for YOU.

Investigate the

O. K. CANADIAN POTATO MACHINERY

before all territory is taken. Look into the advertising we are doing and the way we help you to make sales, and you will know that you should handle the O. K. Canadian Line.

WRITE FOR CATALOG AND PRICES

CANADIAN POTATO MACHINERY CO., LTD.
GALT ONTARIO

A New Rumely Branch

The Rumely Products Co., Inc., La Porte, Ind. have completed in North Kansas City what is probably one of the largest and finest farm machinery buildings in the

various offices and show rooms being laid out in the most modern and convenient manner. Four stories in height, the building has a frontage of 138 feet and is 286 feet deep. The construction is fireproof, reinforced concrete and



Rumely Warehouse and Offices at North Kansas City

machine floor has an area of 110 square feet, the small engines being so arranged that they can be operated without smoke or odor. This is due to the fact that all the exhausts are connected to a large pipe that leads to the outside of the building.

Practically all of the other machines can be belted up to line shafts so that they can be shown in operation. Such machines as the grain separators, corn huskers shredders and clover hullers, have one side of the machine removed so that the interior working mechanism can be seen in motion, and the principles of the machines most clearly understood.

The rebuilding department is a feature worthy of special mention, being so arranged that tractors can be rebuilt and altered, thoroughly tested out, without the smoke or fumes in any way permeating the rest of the building. The whole warehouse is served by two elevators, a 20-ton and a 2-ton. It is stated that 240 engines or separators can be stored on any floor of the building. J. Abrams will be manager of the branch, and he assuredly has a modern and up-to-date edifice as his headquarters.

Don't borrow troubles; you can find them at home.

Concerning The Retailer

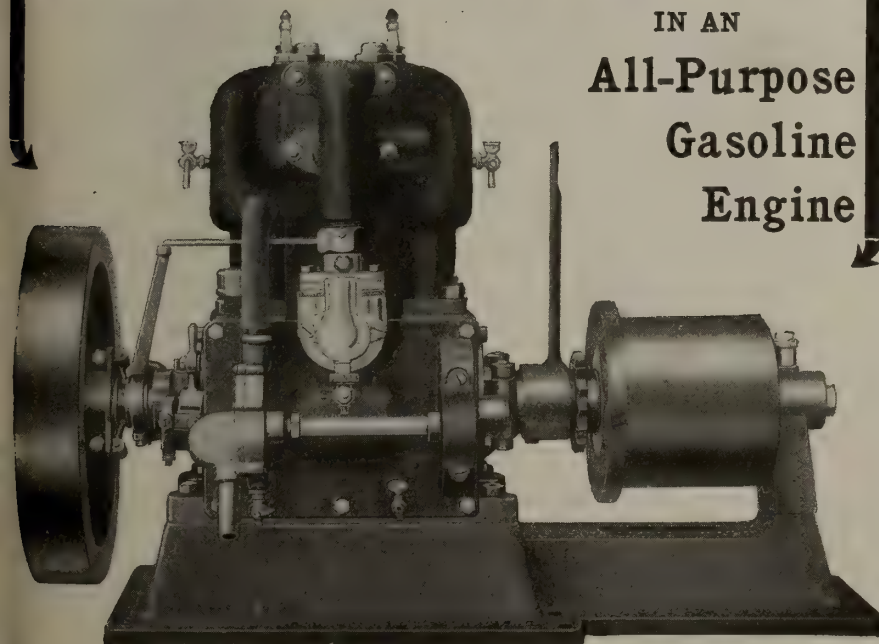
"In any community, the strength of the manufacturer, the reputation and sale of his product, depend upon the force and energy with which the retail dealers push and sell it. Natural advertising opens the markets and creates a general demand for the manufacturer's product. It does not sell the goods; the goods are sold by retail merchants, who centralize and localize that market, created by the national advertising, and convert the demand into sale and use."—Printers Ink.

Decision

A prompt decision, if correct, is at once a step of progress. If incorrect, it is detrimental, probably more detrimental than if made too late to be useful. It is only the correct decision which is of value. Promptness in making the decision adds to the value. But, each matter to be decided is entitled to full and fair consideration, and each decision rendered should be based upon reason. If there are no premises upon which to base a conclusion, then there can be no conclusion, and an opinion, or a decision made without a foundation of fact or reason, possesses no value.

LAST and BEST

IN AN
All-Purpose
Gasoline
Engine



6-8 H.P. 4 Cycle 2 Cylinder

Weight only 325 lbs. Speed 600 to 900 R.P.M.
Cylinder 4 x 4 inches. Power 4 to 8 H.P. Fly Wheel 14 x 4 in.

The remarkably light weight of this engine is obtainable only in this advanced type of construction. With its light weight it is the most compact and convenient engine to handle on the market. Its size adapts it perfectly to every kind of work on the farm. Length of base, 29½ inches; width, 8 inches and 12 inches; height of base, 4½ inches, to crank shaft, 8½ inches; total height 24 inches; shaft, 1½ inches.

Also built in special electric light type with double fly wheels. Regularly mounted on wooden skids; includes ignition system, etc., ready for operation. Magneto to order. Get our full specifications.

WRITE FOR DEALER'S PROPOSITION AND FULL PARTICULARS.

Cushman Motor Works of Canada, Ltd.

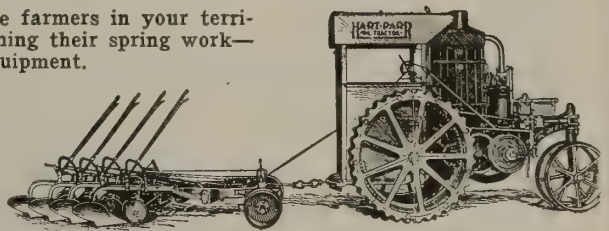
288 Princess Street, Winnipeg

"Lest You Forget"

RIGHT NOW, the farmers in your territory are planning their spring work—deciding on new equipment.

Right NOW, these same farmers are poring over the pages of their favorite farm papers, studying the merits and possibilities of the

products advertised, in relation to their particular problems. Their thoughts, their wants, their decisions, are being molded by the advertising pages. Thus, is new business created for the dealer who handles advertised products.



HART-PARR

POWER OUTFITS

Oil Tractors—Self and Hand Lift Plows—

"Money Maker" Threshers

are liberally and persistently advertised in over 60 farm papers of known worth. Our sales talks are reaching your trade at a time when it is vitally interested and are constantly hammering home the thought of greater profits, possible through farming with Hart-Parr power outfits.

And Hart-Parr products measure

up to our advertised claims. They create satisfied owners, hence turn a greater volume of profitable business your way. Judged by every standard, the Hart-Parr line is a good one to tie up to and push.

If you haven't investigated our liberal profit sharing plans for dealers, write for full particulars.

Hart-Parr Company

36 Main St., Portage la Prairie, Man.

1622 8th Ave., Regina, Sask.

The Chapin Co., 331 8th Ave. West, Calgary, Alta.

Calgary

A. W. Trickey, manager of the Calgary branch of the Massey-Harris Co., is in Toronto on business for his company.

C. G. Wuthrich, manager of the John Deere Plow Co., is another of the branch managers to visit his head office during the past month.

J. T. Atkinson, manager of the J. I. Case T. M. Co. has returned from the south where he was attending the annual meeting of their branch managers at head office, Racine, Wis.

J. A. Tanner, manager for the International Harvester Co. here returned recently from a business trip to Chicago and the other factories of his Company. Mr. Brookbank, manager at Edmonton also visited Chicago and head office at the same time.

E. A. Mott, Western General

Manager of the Cockshutt Plow Co. at Winnipeg, was a business visitor to Calgary recently. Thos. Cull, manager of the collection department, was also here and at Edmonton in connection with his department.

L. E. Glover, formerly with the Regina branch of the Cockshutt Plow Co. has been transferred to Calgary in the capacity of assistant manager, having special charge of the sales for this territory. Mr. Glover commenced his duties the latter part of February, and will be followed by his family about the first of April.

The Massey-Harris Company have completed their fine, new warehouse here on 11th Avenue, between 2nd and 3rd Streets East, and are at present removing their stock to the new building. They hope to have the transfer completed before the middle of March, and will then have one of the finest and most commodious warehouses and offices owned by their Company in the West.

J. A. Brookbank, one of the pioneer implement men of Calgary, and who has been manager of the International Harvester Co. here for several years, was transferred to Edmonton at the New Year to take charge of the branch there, and has been succeeded at Calgary by J. A. Tanner, formerly of the Yorkton branch of the same Company. The implement men were all sorry to see "Brook" leave Calgary, and are glad that he is not going to be so far away but that they can see him at least occasionally. At the same time they give a hearty welcome to his successor, Mr. Tanner.

The staffs of the various wholesale implement companies doing business here were inter-

ested in the Implement Hockey League formed this winter, and which has just completed its schedule, with the Cockshutt Plow Co. team winners of the silver cup presented by F. G. Robinson, manager of the Canadian Fairbanks Co. The Cockshutt team had only one loss during the winter, and were closely followed by the John Deere Plow Co. and the Rumely-Fairbanks team. The following are the officers of the League elected in November:

Hon. President, F. G. Robinson; President, W. E. Hall; 1st Vice-President, A. H. Laidman; 2nd Vice-President, A. W. Trickey; 3rd Vice-President, J. A. Blair; 4th Vice-President, H. C. Harnish; Treasurer, A. D. Martyn; Secretary, G. M. Hunt.

One of the reasons given for the shortage of money during the present stringency has been the fact that the implement companies have been forcing collections so hard during the past season that the farmers have been paying them and letting the rest of their creditors go. These statements are certainly not borne out by the fact that practically all the concerns show a smaller percentage collected this year than in the past two years, notwithstanding the better crops and better conditions generally during the past season. However, apparently the reports were believed by some people, and as a result some of those rovers who are always looking for easy money, made an attempt early in the New Year to burglarize the J. I. Case Co., and the Massey-Harris offices here. They did not meet with a great deal of success, particularly with the Massey-Harris office, where they were unable to get into the vault, and for revenge broke the handles and combination off the vault doors. They went through the private desks of the manager and the other officials, but apparently without much profit. In the J. I. Case office they were somewhat more successful, as they were able to get into the safe, but only secured some ninety dollars in cash. In this office also, they destroyed the handle and combination knob with a hammer, but apparently did no other damage to speak of.

The annual meeting and dinner of the Wholesale Implement Association was held on the regular date in January, and was largely attended. The annual reports and other matters were presented, and other matters of interest to the members were discussed, after which the election of officers took place, with the following results:

President A. W. Trickey
1st Vice-President. T. R. Scott
2nd Vice-President. H. E. Blair
Secretary W. E. Hall
Treasurer C. W. Northcott

Executive Committee

J. A. Tanner.
S. H. Roe.
C. G. Wuthrich.
D. Smith.
J. T. Atkinson.
J. A. Blair.

Legislation Committee

J. T. Atkinson.
C. G. Wuthrich.
T. R. Scott.

Freight and Transportation

J. A. Tanner.
F. G. Robinson.
O. S. Chapin.

Membership

J. A. Blair.
C. W. Northcott.
D. Smith.

Entertainment

S. H. Roe.
H. E. Blair.
Thos. Ruttle.

Owing to a change in policy, the Tudhope-Anderson have discontinued their Alberta branch, and hereafter will handle their business from the head office at Winnipeg, retaining only transfer houses at Calgary and Edmonton. We are pleased to know that arrangements have been made to retain S. H. Roe in Alberta, further particulars of which will be given in the next issue.

A New Shock Loader Factory

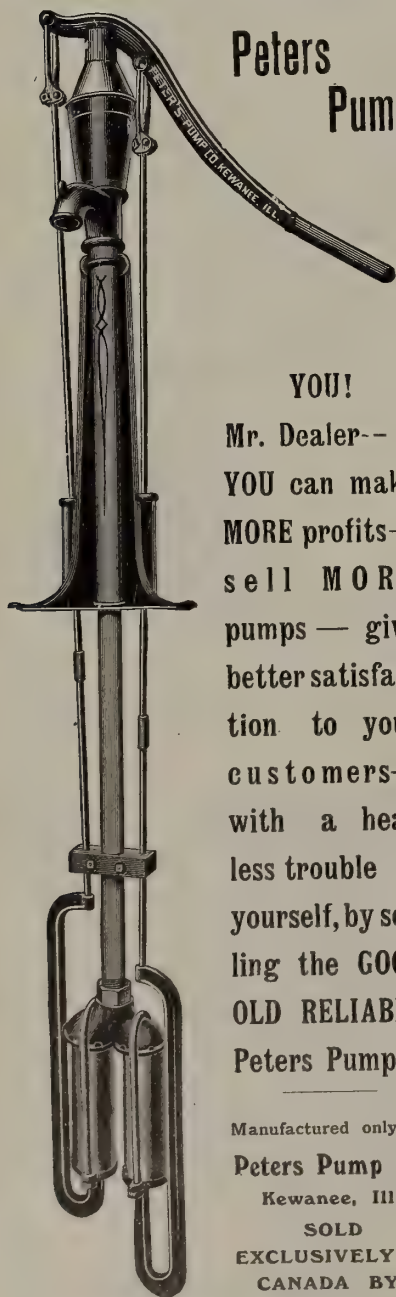
A factory is being installed at Bismarck, N.D., by the Bismarck Mfg. Co., to manufacture the Griffin shock and grain loader and the Jaskowiak Well Machines. The shock loader is the invention of Ezra L. Griffin and has been patented in the United States and foreign countries. It has been claimed that with four horses and one man the shock loader will load the bundles into the wagons fast enough to keep two large threshing machines going at the same time.

Cockshutt Plow Co. Sell Spreaders

Under the terms of a contract recently consummated, the Cockshutt Plow Company will sell "New Idea" and "Nisco" spreaders, made by the New Idea Spreader Co., Coldwater, Ohio. This contract covers the entire Dominion of Canada, and, therefore, has the full benefit of the many branches of the Cockshutt organization. We feel sure that the Cockshutt Co. will do a large business with this latest acquisition to their already large line of goods.

The Only Original

Peters Pump



YOU!

Mr. Dealer--
YOU can make
MORE profits--
sell MORE
pumps-- give
better satisfaction to your
customers--
with a heap
less trouble to
yourself, by selling the GOOD
OLD RELIABLE
Peters Pumps.

Manufactured only by
Peters Pump Co.
Kewanee, Ill.
SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope-Anderson Co., Ltd.

Winnipeg, Regina, Calgary, Saskatoon, Brandon, Swift Current, Yorkton, Lethbridge

FRAZER AXLE GREASE.



Not affected by Heat or Cold.
Highest Awards at Centennial, Paris
and World's Fair.

MANUFACTURED BY FRAZER LUBRICATOR CO.,

Factories: St. Louis, New York.

NICHOLSON AND BAIN, Agents,

WINNIPEG, MANITOBA.

The Implement Agent and the Farmer

In the agricultural press we have recently been regaled to a considerable amount of discussion with regard to the status of the farm implement interests and the farmers. At times the argument has been fervid in tone, as will be seen by the following statement by President Maharg, of the Grain Growers' Association. He said "that the farm implement interests more than any other were responsible for the cases of real hardship existing in Saskatchewan. The forcing of collections by the implement houses this year has taken \$6,000,000 from the prices of the farmers' grain, besides being the indirect means of throwing thousands of men out of employment."

Cases of dealings between the farm implement companies and the farmers have been termed "outrageous," etc., etc., therefore, it is with relief that we read the following sanely thought out remarks from the columns of our esteemed contemporary, the Nor' West Farmer, which cannot be too highly commended. It says: "Because of the simple fact that the machine man is a good salesman and that his collectors are out

for one hundred cents on the dollar, there is really no fault to find with him. Business — all business—ought to be done on that principle. There is no dishonesty in being proficient in one's calling. Every salesman ought to be as good a salesman as possible, and every collector as good a collector as he knows how.

"But sometimes business keenness oversteps itself; the salesman becomes over persuasive, the collector over arbitrary in his demands for settlement. It is then quite in place for farmers to talk plainly upon the etiquette of machinery selling and to come to an understanding among themselves, if they so care, as to what limits they shall place upon the aggressiveness of machinery firm representatives—in other words, declare themselves upon what they consider good manners and bad manners in business, and decide how each shall be rewarded. The farmers of this country would not be at all amiss just now to plainly advise themselves to be more conservative in their dealings with travelling salesmen and to see that business impertinence receives its proper reward. To

take this stand would not only stiffen the backbone of the agricultural public, and thus decrease the effectiveness of too aggressive selling methods, but it would also be welcomed by the salesman who does not care to make a public nuisance of himself.

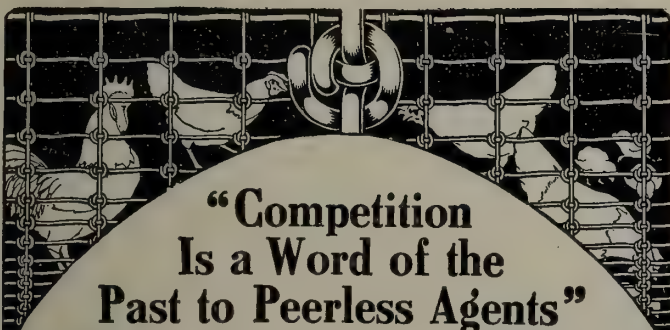
"To ask parliament, however, to pass a law on this point would be well nigh childish, and no self-respecting legislature would comply with such a request. For a farmers' association to propose such legislation would simply be the admission of a positive fear of the presence of a machinery salesman. There are now walls and fences built for the protection of weak-minded people, but few normal individuals care to claim too close kinship with those benefiting by their protection.

"What many farmers, as individuals, need is a little more development of their own God-given common sense, more critical examination of the statements put forward by other men and more resolution not to be persuaded or heckled out of their own decisions. In short, the two things they need are brain and backbone; and these come not by act of parliament. They develop not by disuse but by use."

The advice given by the Nor' West Farmer is admirable, and it is to be deplored that the actions of a few should result in a stigma being applied to the whole trade. While it is quite admissible to be a good salesman, it is no part of his calling to dog and worry a man to buy what he does not require—whatever the mental capacity of the prospect. Overloading in the store, as overloading in the territory, are not good business, and the impertinence and methods pursued by some salesmen assuredly seem to justify the desire of many farmers—that the implement agent stays in his office so as to let the farmer come to order or buy what he wants. An aggressive salesman is one thing, a bullying boor quite another. And, remember, that, whatever his ability, the first essential of every good salesman is that he must be a gentleman.

We have Seen Them

A Western inquirer recently wrote us with regard to a sheaf loading machine. His letter ended: "I think there is one maid in Winnipeg." There are more than one, Algernon, we see quite a few every time we go along the street, and some of 'em are good to look at, too.



"Competition Is a Word of the Past to Peerless Agents"

That's the way Peerless dealers speak about their agency. Read what this experienced dealer says about Peerless fencing. Note his Peerless sales ran six times greater than that of other fencing. Look—

The Banwell-Hoxie Fence Co.,

Middlemiss, Ont., Jan. 8, '13.

Gentlemen:—I have been selling fence for the past seven years and in that time have represented several different firms. It gives me pleasure to say that I took the agency for your fencing for 1912 and have sold in that one year more fence than in the other six years of my business, and the best of it is I have not had one complaint in any way against Peerless fence. Different from most fences it stretches flat and all wires of even length; the lock is tight and strong and the quality of the wire is of the best. There is very little other fence used in this district and competition is a word of the past to the agent for Peerless fencing. Yours truly, J. A. McDONALD.

This is but one of many similar dealer's letters in our files. Everyone is enthusiastic about his Peerless agency. Everyone has nothing but praise for Peerless fencing—the fence that saves expense.

Peerless Poultry Fence

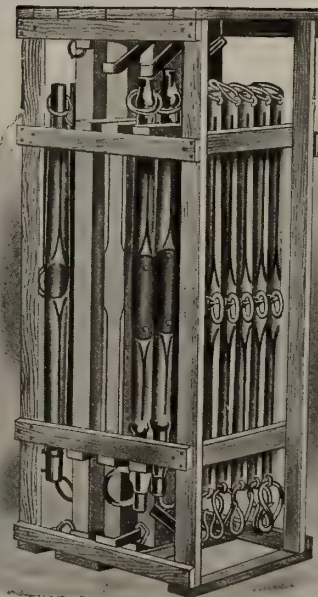
is made of the best Open Hearth steel fence wire—tough, elastic and springy—and will not snap or break under sudden shocks or quick atmospheric changes. Our method of galvanizing prevents rust and will not flake, peel or chip off. The joints are securely held with the "Peerless Lock" which will withstand all sudden shocks and strains, yet Peerless Poultry Fence can be erected on the most hilly and uneven ground without buckling, snapping or kinking. The heavy stay wires we use prevent sagging and require only about half as many posts as other fences.

We also build Farm and Ornamental Fencing and Gates.

Do You Want the Peerless Agency?

We still have some valuable territory open to good reliable dealers. Do you want it? Do you want to be the leading fence dealer in your locality? Then write us. Ask for our dealer's proposition now before someone else gets ahead of you.

Banwell-Hoxie Wire Fence Co., Ltd.,
Winnipeg, Man. Hamilton, Ont.



Quality, Service and Satisfaction

Six Complete Hickory Painted Wagon Sets in a strong crate. These are

Heider Wagon Sets

Each complete set comprises;

One Doubletree, 2 x 4 x 48 long, with wrought plates, lockpin clevis clip and stay chain ring and wood riveted at each end. Two Single trees, 2½ x 36, with welded centre clips with ring, malleable ferrules with steel hook. One Neckyoke, 2½ x 40 or 48, with centre irons and malleable ferrules with steel ring. Centre clips on Singletrees are put on hot.

Painted red and varnished. Crate fully protects the sets during transit. All orders for six sets shipped crated. Weight (complete), 225 lbs. Neck Yokes, 40 inches or 48 inches. We also supply 3, 5 and 6 horse Heider eveners and the special 4-horse Heider Gang Sulky and Disc Plow Evener; also 3-horse Heider Wagon Evener.

WRITE FOR OUR
LATEST CATALOGUE
AND PROPOSITION

OUR LINE INCLUDES

Feed Cutters (seven styles) Pulverizers
Farm and Bush Sleighs Bevel Jacks
Whiffletrees Boss Steel Harrows
Harrow Carts Warehouse Trucks
Wood and Pole Saws Roller Crushers
Boss Wood Harrows Grain Grinders
Light Delivery Sleighs

Channel Steel Harrows
Root Pulpers Wheel Barrows
Horse Powers

WE ALSO HANDLE:

The Janesville
Gang, Sulky, and
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CHAMBERS AND HENRY STS., WINNIPEG

The Misjudged Scot

BY LUKE WEST

From Nome, Alaska, to Cape Horn, in South America, from the Azores to Yokohama, wherever two or three are met together, if the talk be of national characteristics, you will inevitably hear that hoary, senile and hackneyed tale regarding the stinginess of the silent Scotchman. It is only fair, once in a while, to analyse the question, and to look upon the other side of this international opinion concerning the far flung sons of Caledonia. In Canada we have Scotchmen aplenty, and many of them have been great assets in the history of the Dominion. Mackenzie, Lord Selkirk, Donald Smith—peace to his ashes—head a legion of men from that gray, lone land of moor and mountain, who have made Canadian history. But we will not so much attempt to prove the value of the Scot as a pioneer, rather to vindicate his international reputation for an inordinate love of the subtle "bawbee." Truly as a breaker of new trails the Scot stands pre-eminent, although many asseverate that this is only another indication of seeking for wealth. At all events, from a colonizing point of view, it makes the Scot a valuable adjunct to the Motherland.

From his earliest infancy the average Scotchman has had to fight for everything he attained. Historically, he fought for, and won, freedom, and the national life since then has been one of steady endeavor against adverse conditions. The cultivation of rocky, infertile soil, amid rain-swept and gloomy surroundings,

may have had its effect upon the facial solemnity of the race, who, although accredited with possessing no humor, produce a comedian who entertains the civilized world. But we digress! The Scot has had to fight for everything, including what wealth he may have amassed. What one fights for, one values; be it wealth, position or power. Possibly the only thing which he is accredited with spending money on is the native beverage of his land, yet, from a cosmopolitan aspect, it is safe to say that a great proportion of all nationalities try to become Scotch by the assimilation of the beverage which bears that name. This is true either of Edinburgh or Edmonton—and an increasing export trade backs the statement!

The Scot has craved other things than money. He has craved for freedom in education, knowledge and information—while as a patriot he is unsurpassed. Do not assume that he would ever dare deny his country. He knows too well that his tongue would place his nationality. An old Scotch saying is: "Gather gear by every wile that is honest"—that is for the glory of being independent. Is he penurious, is he greedy, stingy, miserly? Ask his church; ask his hospitals; ask his public buildings and universities; ask any institution which deserves support, and you will find that the Scot invariably contributes at least a fair share. One cannot cite Andrew Carnegie as a miserly individual, nor

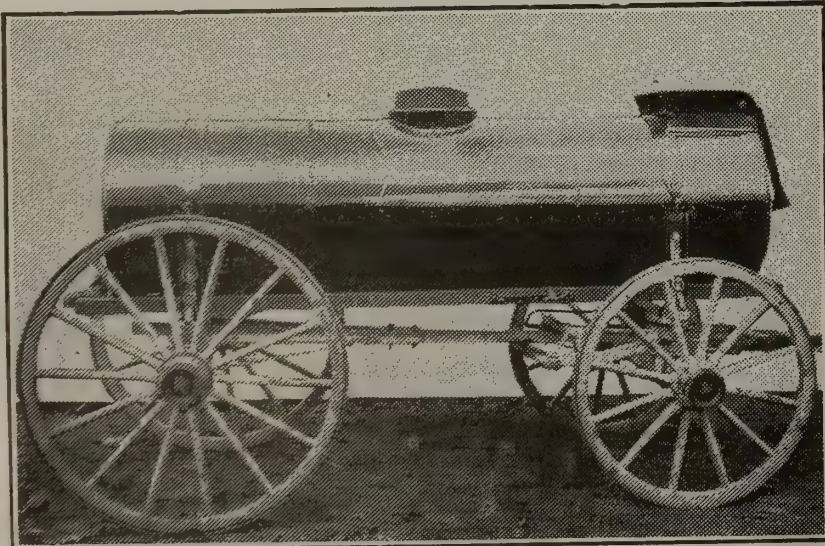
would one say so of the late Lord Strathcona. Both of these men, who never had the advantages of good educational facilities, have given millions towards libraries and universities—and with them a thousand others. There is a pathos in this that make the term "mean" reflect only on the user. A few months ago an unknown Scotchman died in Victoria, Australia. He had been, potentially, a poor laborer, who had always longed for a university career. This he never realized, but, having acquired a considerable fortune in sheep farming, we find at his death that he had willed every cent which he possessed to the University of Aberdeen—at which, as a youth, he had looked with longing eyes. We cannot call this action mean, rather does it deserve the greatest praise. It meant the results of a life of struggle and sacrifice donated to a cause whereby the poorly situated lad of to-day might get freely the education that the donor so ardently longed for and never got.

We may crack our little jokes regarding the Scot, be we in Nome or in Buenos Aires, but he heeds them not. A race who has done so much has too broad a back to feel the mosquito bites of either malice, irony or humor misapplied. Let us rather go softly when we see the unspeakable Scot, raw boned, "dour," but terrifying in his cast iron determination, striding ahead—and past us—in the race for success. He is often unlovely, but beneath the surface he has the mysticism and tenderness of a child. He is the product of a harsh land, but one that grimly fought for—and held—all that it

so dearly won. Is it not possible that when we next hear that story of the "grippiness" of the Scot its telling may be envenomed by the knowledge that, as a nation, they are a tough race to beat—in battle or in business. Anyhow, it must be some form of inarticulate praise that we so copy their characteristics in Bonspiels and other ways—even in consuming barley bree, although to the traducers of the race in this respect it must be said that there is a greater percentage of total abstainers in Scotland than in any other country. Yes, we would like to be Scotch—most of us! In fact there was a man in Iowa who tried to join a Caledonian Society on the ground that he owned a Scotch terrier—only that is another story. Old customs, old stories, die hard; but, of all the most worked to death, the most obsolete are the tales of the Scot and his inordinate love for the bawbee. Let us give them a long rest. Anyhow, we feel that, given a good commission, as a collector for a farm machinery concern, the Scot can produce results where a son of Israel would return in tears.

Watch The Possible Error

The Geological Survey of the United States reminds us that the price of gold is mathematically fixed by law at \$20.671,834,625,323 per ounce. On account of this every man who is fortunate enough to possess a five-dollar gold piece should wrap it carefully in chamois leather so as to avoid the deplorable loss that may result through friction with the interior of his sartorial annexes.



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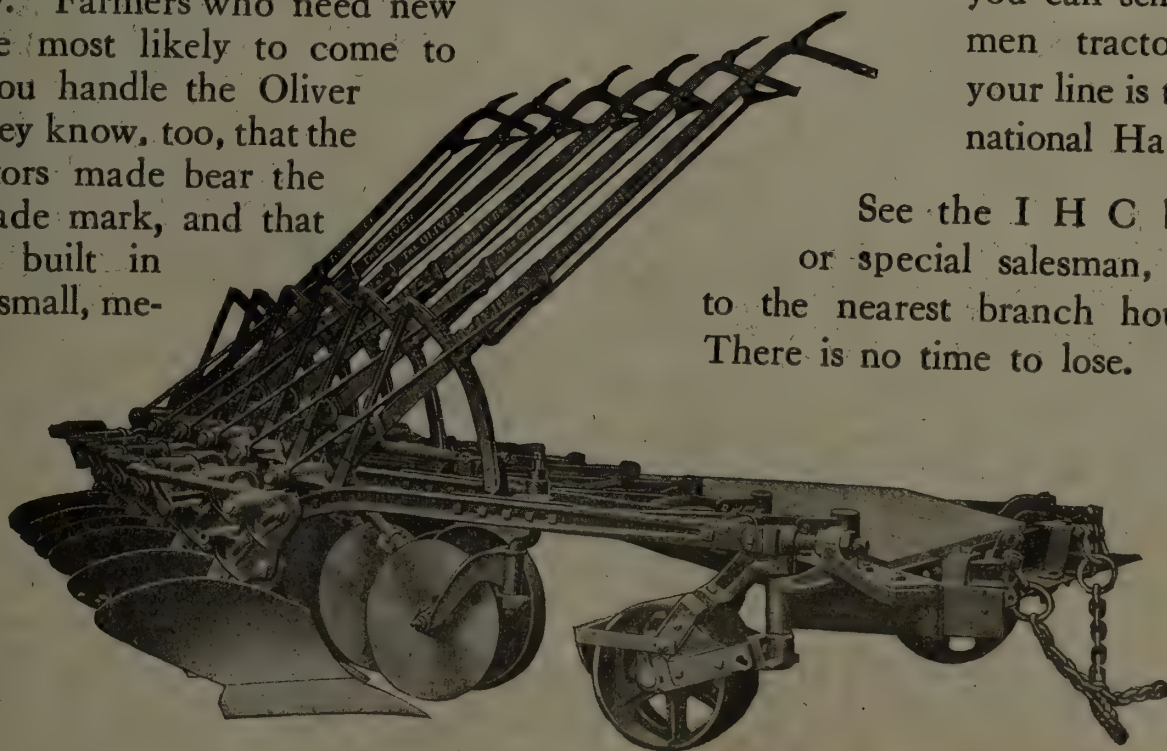


Across thousands of Western Canadian acres this spring International Harvester oil tractors will thriftily pull Oliver tractor gang plows, turning the soil over smoothly for the raising of record crops. On many more thousands of acres shrewd farmers will be at work with Oliver horse-drawn plows.

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Oliver Plows—Tractor and Horse Drawn and International Harvester Oil Tractors

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See the I H C blockman or special salesman, or write to the nearest branch house now. There is no time to lose.

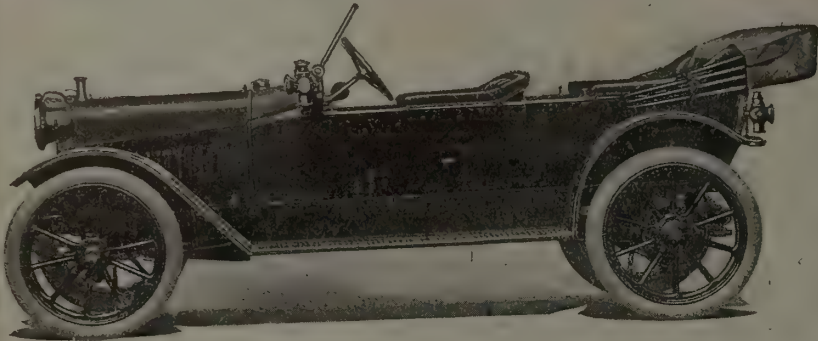
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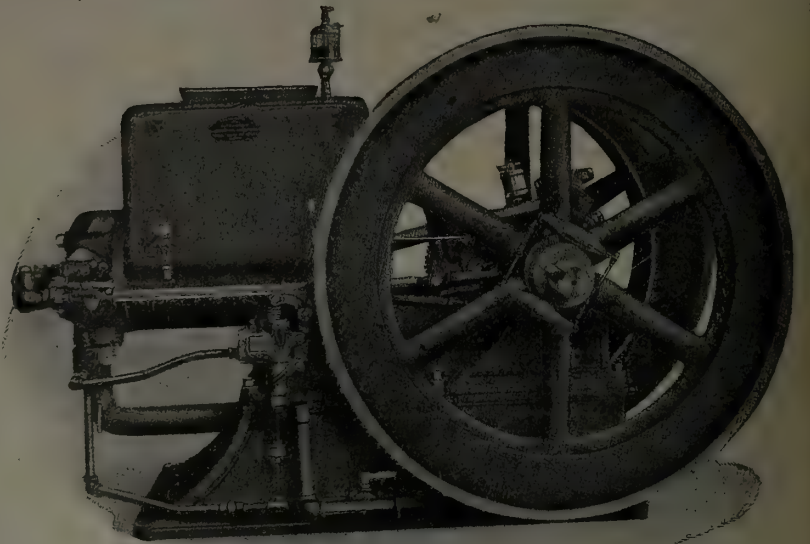
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CANADIAN FARM IMPLEMENTS

VOL. X., No. 4.

WINNIPEG, CANADA, APRIL, 1914.

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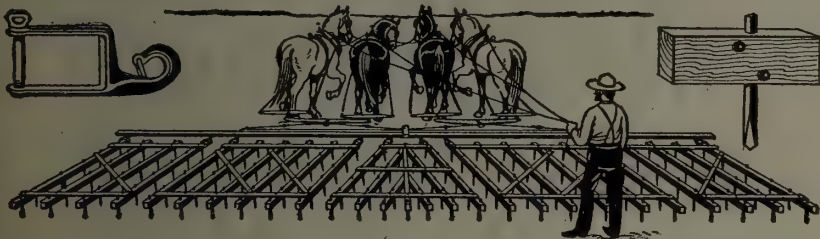
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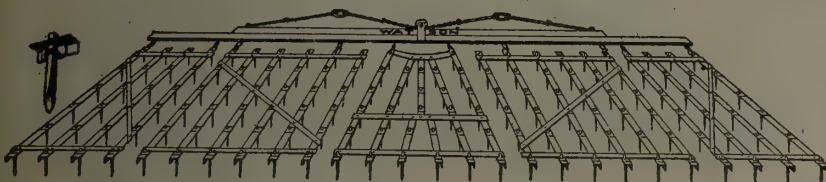
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WATSON'S BOSS STEEL HARROW

WATSON'S Harrows are Winners!

Our Boss Wood Harrows have hardwood tooth bars—practically all oak. Each tooth riveted—no chance of loosening or splitting bar. Malleable clevis of very best design. Draw bars, centres or wings can be furnished separately. Sizes 14, 17 and 24 feet, with 78, 102 and 150 teeth respectively.

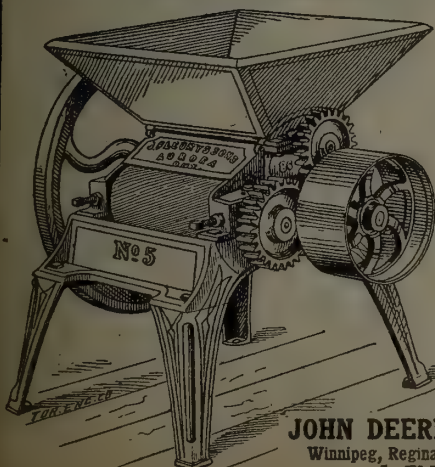
Watson's Boss Steel Harrow has bars of high grade 11¼ angle steel. The teeth are set to stay, with dagger edges directly in draft line. Cross bars all channel steel. Sizes 17 and 24 feet, 101 and 149 teeth respectively.

Write for full particulars of any item in our comprehensive line. Let us mail you our latest catalog.

John Watson Mfg. Co.
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THERE are many of your customers, who have four or more horses, steadily wasting and losing their grain by not crushing or rolling it. Roller Crusher may be run by a 2 or 4 h.p. or larger, Horse Power, Gas or Steam Engine, Windmill, Sweep or Tread Power. It will last years without ONE CENT of Expense. Your trade cannot afford to be without such a machine. Send for full particulars and information.

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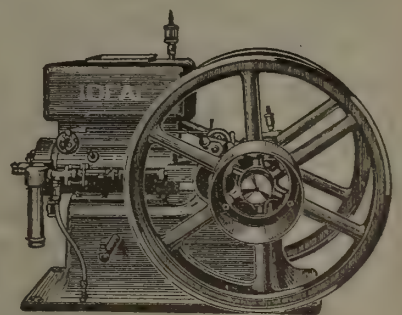
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Canadian Airmotors

Canadian Airmotors

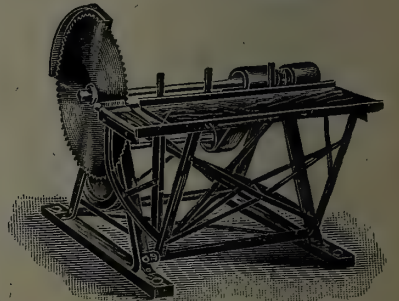
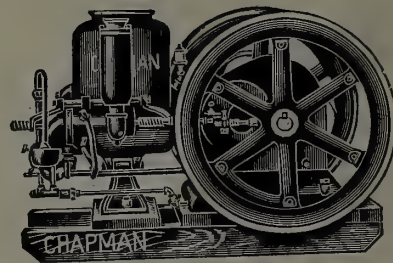
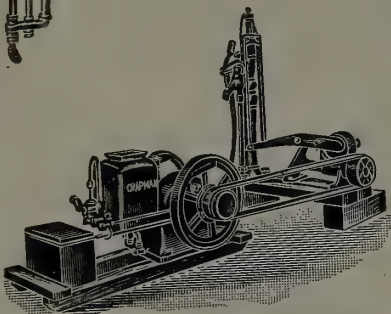


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Don't leave the reputation of your business to chance. Make it sure by handling Toronto Windmills, Chapman Gasoline Engines, Chapman Well Drills, Toronto Grinders, Pumps, Saw Frames and Saws, Water System Outfits.

These goods have won a name for themselves all over the Dominion. You cannot afford to be without them. Write the nearest branch house to have our representative call to see you.

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It has won for us—It has won for many others—It will win for you

Get the Reliable and Permanent Agencies

It will mean more profit for your business—

not this year or next year—but every year

You find Quality, Value and Profit in the old reliable

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Cockshutt Dealers are Getting a Big Share of the Harvesting Machine Business with the **Frost & Wood Line**

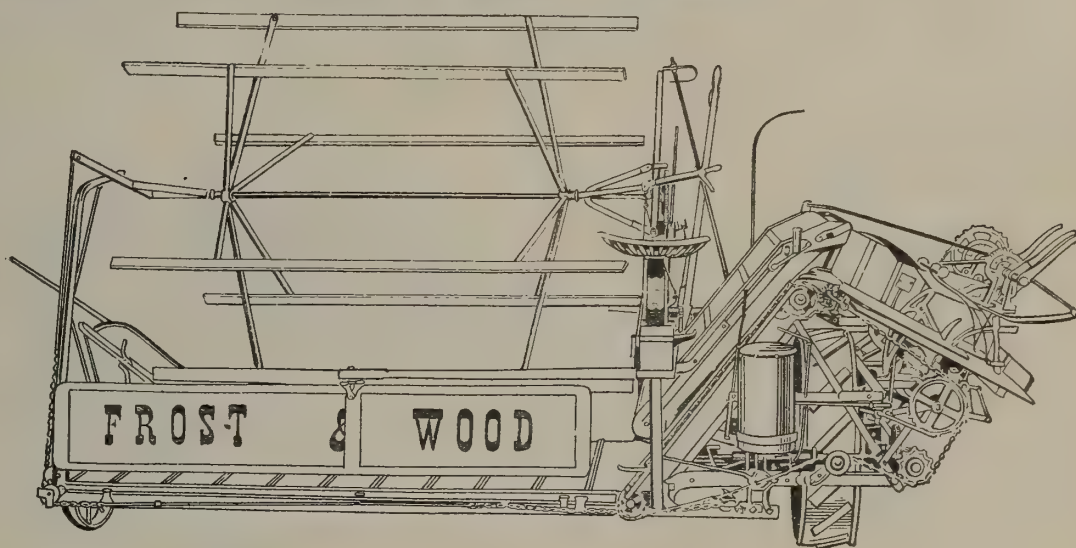
Let Us Help You Do That Too

The Binder with the Eccentric Sprocket

The **ECENTRIC SPROCKET** is one of the features that has made the **FROST & WOOD BINDER** famous. Because of this long-stroke, short-stroke sprocket, the speed of the binder is not slackened in any way when the bundle is being tied. Fast, steady cutting and even draft are the result. There is no extra draft thrown on the team when the bundle is being tied. The horses walk right along at a steady pace and consequently cover more ground than they would with a binder that has no eccentric sprocket.

The **FORCE FEED ELEVATOR** handles all quantities of grain and instantly adapts itself to any change in the amount of grain to be elevated. It delivers the grain to the packers steadily and in the best condition for binding, no matter whether the grain is heavy or light.

Here are some other **FROST & WOOD** features that will appeal to any man who appreciates a fast-working binder; one that is light in draft, and substantially built. The knotter is simple, reliable, and can be depended upon to securely tie every bundle. The liberal use of roller bearings insures light draft.



IMPROVED No. 3 BINDER

The frame construction is strong and rigid, holding all working parts in perfect alignment. All levers are located convenient to the driver's seat.

You can't do better than to take an agency for this binder—it's a trade builder.

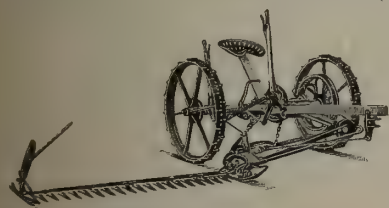
The Frost & Wood Mower is Built for Long Service

Strength, durability, smooth and easy running; these are the qualities that have made the **FROST & WOOD MOWER** a quick easy seller. Farmers who use this mower are enthusiastic boosters for it; and farmers who examine it with a view of buying, quickly see the superiority of its design and construction.

The **LARGE INTERNAL GEAR** of this mower increases durability because it has always more than two teeth in mesh; and both pinion and gear travel in the same direction. The crank shaft bearings are fitted with heavy brass bushings. An adjusting screw is provided at the end of the cross shaft so that any wear in the bevel gears can be taken up and these gears kept securely in mesh. This mower starts cutting as soon as the

horses start—no need of backing up to get the knife started before going into the grass. This advantage is due to the perfect design and fit of all gears.

There are lots of other good points on this mower; we will be glad to go into details with you.



STANDARD No. 3 MOWER

The Frost & Wood Tiger Rake makes Satisfied Customers

The **FROST & WOOD "Tiger"** self-dump rake gets all hay whether bunching or windrowing. The high clearance under the axle makes this an especially desirable rake for bunching. It is very simple and easy to operate—a boy can handle it. With this rake a farmer can get his hay into shape for loading or for the sweep rake with the least possible labor and time.

The frames are made of heavy angle steel, reinforced by steel truss rods, and are securely riveted—there are no bolts to work loose. Every part has been designed and built to last—to do good work for a life-time without frequent repairs or adjustments.

The wheels have staggered spokes set in large strong hubs and the tires are extra wide. Everything possible has been done to insure strength, rigidity and durability.

The teeth are made of high grade spring steel, properly shaped to get all the hay without digging into the ground, and to lift high when dumping. In all, this is a rake that will make and keep business for you.



TIGER RAKE

Sole Agents for Western Canada

Cockshutt Plow Company, Limited

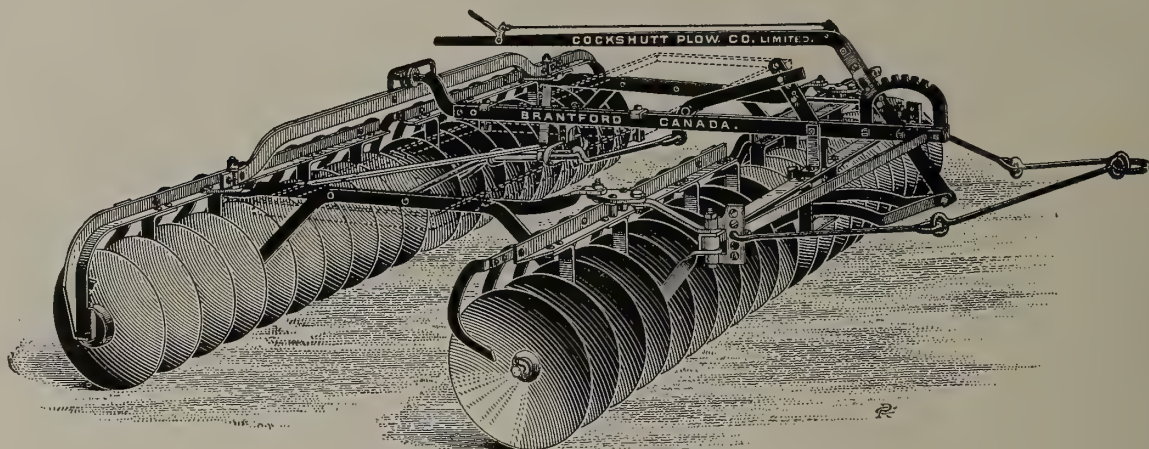
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COCKSHUTT DISC HARROWS

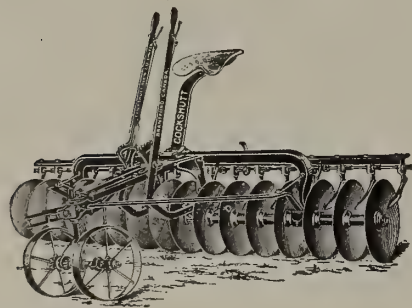
Be ready for the trade this Spring by having your Stock of Cockshutt Disc Harrows on hand early. A fine assortment of styles and sizes to meet every demand that can be made.

Made famous by their uniform good service under all conditions. A style for every purpose.



COCKSHUTT DOUBLE DISC HARROW

Material, Workmanship and Design the finest money can buy and produce.



Out-Throw Harrows

You can have out-throw harrows to meet any condition of soil. Our No. 1 illustrated above is the heaviest type—the No. 2 and No. 3 do equally good work but are not intended for the heaviest lands.

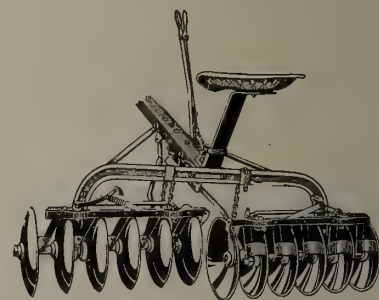
Discs are arranged in sections on square axles—no chance of slipping. Each must revolve and cut its own furrow. Strong, close-fitting scrapers keep the plates free of trash and prevent clogging. When not required they can be thrown away from the blades by the foot lever.

Operator has perfect control of harrow from his seat—adjusts the sections at will.

Illustration shows it fitted with forecarriage—can be supplied that way or with pole as desired. All sizes. See catalogue for further particulars.

This is the latest addition to our Disc Harrow line and one that is bound to be a good seller where large implements are in demand. It has strength built into every part, will stand up to the hardest work that can be found, is flexible, will cultivate ALL the land and is easily operated.

Two sections of out-throw discs and two sections of in-throw arranged on square steel axles with heavy angle frames and substantial braces are all controlled by one lever—that's the COCKSHUTT. See the illustration. The design is correct and you have the COCKSHUTT standard of materials to back up all your arguments for strength and durability.



In-Throw Harrows

In handling the Cockshutt line you can be ready at all times to meet the demands of your trade. Some men want in-throw discs—some out-throw—this line gives you both. In-throw harrows have smooth running ball bearings to make light draft. Balls are highly polished steel ones, ball races are smooth, oil gets to them freely and dust and grit are effectually kept out by the careful fitting of the boxings that hold the bearings. Discs are made of a special quality of high grade steel, have a long, sharp bevel and are nicely polished. Spools between them have large shoulders which act as braces for the centres of the discs.

Seats are placed well back, bringing weight directly over the gangs—not on the pole. Cockshutt harrows are easy on horses.

Cockshutt Harrows are making friends for other Cockshutt Implements every day. That's the kind of advertising that pays you well. We back it up with good literature and a capable, attentive organization. Pushing the COCKSHUTT Line means big, clean business for you.

Cockshutt Plow Company, Limited

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CANADIAN FARM IMPLEMENTS

Vol. X., No. 4

WINNIPEG, CANADA, APRIL, 1914.

SUBSCRIPTION PRICE IN CANADA { Per Year, 1.00
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The Development of the Windmill

Since first in the dim dawn of history the prehistoric man raised his hand wonderingly to feel the pressure of the wind—vaguely terrified at its impotence and origin—wind has played a considerable part as a means of producing power. Before we knew the possibilities of the reciprocating steam engine, the steam turbine or the gas engine, wind was a unit that men were solely dependent upon for their navigation. The little bark that bore Columbus from Spain drifted and rolled, with sagging sails, among the currents of the Mid-Atlantic, or, when the wind arose, tacked and ran before the gale that carried them eventually to the shores of the New World. The ancient Roman and Carthaginian galleys raised their triple banks of oars and scudded before the breeze of the Mediterranean Seas, while the aching muscles of the galley slaves—racked by hours of steady effort at the sweeps—had respite. With the coming of steam, and now the development of the gas engine for marine work, the romance has largely gone from the seven seas. No more do we see the swift clippers rounding the south of Africa on their way home from China, laden with fragrant tea; no more do we see the bellying sails and bulging jibs of the stately East Indiamen lurching home with costly cargoes of spices and oils from the Orient. Time has greatly changed the motive power of the seas but the same winds sob and moan, or shriek in fury, across the pathless oceans of the world.

History does not record the date of the invention of the windmill, but it was known to exist in Europe as early as the 12th Century.

To-day in Holland we see a low level landscape dotted by innumerable windmills, these being usually of the old type having a light framework over which canvas sails are stretched. The sur-

face of the canvas makes an angle (called the weather angle) with the plane of the windmill, usually being inclined at an angle of about fifteen degrees. The sails of the European windmill occupy only a small portion of the area swept by them, while in the pattern of windmill used on this continent the blades are more numerous and occupy nearly all the space within the circumference of their area. By increasing the number of blades it is possible to reduce the diameter of the windmill in order to attain a given power; as a result the windmill of this continent is much smaller in diameter than is the European pattern. The wind-wheels of the latter are often 100 feet in diameter; those in America rarely over thirty feet in diameter.

Of recent years wind power has been returning to popularity in spite of the competition of the portable or stationary internal combustion engine. The farmer and the dealer have got to recognize the fact that wind and the windmill is, as it has always been, the cheapest power for many purposes. The great economy in its favor is that of no cost beyond the initial outlay. All that has got to be reckoned on is a little oil occasionally and possibly a slight repair.

The gasoline engine has been advertised through several leagues of printed matter. It has been boosted and pushed at dealer and farmer alike, and not for a moment would we disparage its great adaptability and value as a mechanism on the modern farm. Yet, economically, windmill capacity, as a motive power, is practically unbeatable. The farmer has adopted the gasoline engine in spite of the fact that at the outset he considered it as impossible from a practical standpoint, yet as a hard headed business man he is ready to recognize the value of the windmill as an

auxiliary power on the farm. By its means a great amount of work can be saved the internal combustion engine, and, also it has the great factor of economy upon its side. Even the best engine will in time show signs of wear and tear, and will cease to perform its functions as when it was new. The time of course varies directly with the initial value of the engine and its constructive dependability. Yet to-day we may find numerous instances of windmills that have given excellent results for thirty years and are yet delivering good service. Let us assume that a man buys a windmill costing from seventy-five to one hundred dollars. Any reputable make of windmill can be guaranteed to give at least eighteen to twenty years service. Consider the cost of pumping by wind power during all these years, and the cost per annum comes out at a very low rate compared with the fuel cost and upkeep of the average engine. And these facts are practically ancient history. Windmills have been and are being used all over the world for pumping or irrigating purposes—for an infinite number of different uses.

There is little doubt that the implement dealer is par excellence the man to handle windmills. While many dealers do handle windmills there are many who do not—and these may be said to be the vast majority. Should the dealer pursue this branch of business there is no reason why he should not make it very profitable. A windmill set up beside the store is a good, high outstanding advertisement, and dotted over the country side, especially on flat prairie country, they are more effective eye-catchers than a twenty-foot poster.

There is plenty of scope for going into the business, for many windmill manufacturers carry on constant advertising campaigns.

It must be admitted that much

of the apparent neglect of the windmill business has been due to the great efforts made by dealers and manufacturers to introduce the gas engine, but the sale of windmills is as constant as ever—and they have a hold where the gas engine might not be considered. A dealer with a little push may handle successfully both these lines and he will find men who will buy the engine, the engine and windmill both, or simply the windmill. Wind and water power are ever appreciated by men on account of their economy as power producers, and engine power will never dispel their attractions. Farmers readily see the value of owning an engine and windmill both, since, when the weather is calm, the engine can be adapted to the requirements of the farm, and when the windmill is in operation the engine can enjoy an economical rest. With proper storage facilities a farmer with a windmill can get along all the time so far as water is concerned, and we have enough wind pressure constantly in the Prairie Provinces to cause no trouble on account of continual calm weather.

Strangely enough it is usually the farmer who impels the dealer to take an interest in windmills, since he intimates that he intends to buy a windmill and asks what kind of mill is best. Would it not be well, therefore, that the dealer be prepared for such a contingency, for as in the case of the internal combustion engine a windmill sold sells others. On passing a prairie farm the most cursory observer cannot help seeing the tower and whirling wheel that have been installed, and it forms a mental impetus in the minds of other farmers in the vicinity. With a sample on his floor or by his store a dealer can talk selling points and demonstrate the quality of the windmill he handles.

One point cannot be too

strongly emphasized, and that is that the mill be erected in a suitable location. We have seen windmills hedged in by wind-breaks or trees until their efficiency was greatly decreased. Wind exposure is as essential to a windmill as is gasoline to a gas engine, or steam boiler capacity to a steam engine. Experienced erectors all push the erection of high towers, although many mills have been greatly injured by being erected on too low a tower, impairing their value as power producers.

A great deal depends upon the construction of the windmill for it must stand absolutely vertical. The whole theory of the design depends on this fact as the least angle lessens the wind effect upon the wheel. As the price of gasoline increases we should find that the windmill will become more talked of, and its economy recognized.

Its qualities are many, and its adaptability very wide. It will not only pump water, but will also grind feed, run a grindstone, drill, lathe, saw, corn sheller, or will charge batteries from a dynamo so that the farm buildings may be illuminated. The invention of the low voltage electric lamp has had much to do with the application of the storage battery for farm lighting and we see countless instances of farm plants driven by wind power that have proved satisfactory in every way. They are remarkably simple, since it is only necessary to put the windmill in gear and to shut it off when the batteries are charged up. Such a plant is self governed. The dynamo may produce 36 volts at 6 amperes, at 450 r.p.m., and being differentially wound will work on any speed between 300 and 600 revolutions per minute. At the latter speed some

dynamos deliver twelve times the current that they do at the former speed, consequently acting as a brake when the windmill goes at high speed. This is possible by means of the apparatus known to electricians as an "automatic cut-in."

Windmills naturally fall under two heads, these being mills of steel and wood construction, but other considerations separate them into types of which the vane and vaneless mills are the extremes. The vane is governed by wind pressure so that when the wind becomes so strong as to render running unsafe the increased pressure veers the wheel around parallel with the vane offering little wind resistance. With the vaneless or open type of mill the wheel opens by centrifugal force due to the high speed, the blade sections adjusting themselves nearly parallel with the wind pressure and offering a greatly decreased surface.

Windmills are geared either as a "direct stroke" or "back-geared" type of mechanism. With the former type the wheel shaft is connected to the plunger by a crank motion giving the necessary action, while with the back-geared mill there may be three or four revolutions of the mill to every stroke of the plunger. The systems of power transmission can readily be seen from the handbooks and catalogs distributed by manufacturers. As a line to handle, the windmill should appeal to the dealer, since many men who do not make a business of their sale—such as owners of well drilling outfits—have found that they could do well selling windmills as a side issue. If such men, who are usually not business men, can do this, then the dealer who does not handle windmills is leaving a profitable field untapped.

The World's Biggest Windmill

It is reported that a wind motor claimed to be the largest of its kind in the world has lately been brought into use at Harlingen, Holland, for a polder (tract of lowland redeemed from the sea by high embankments) with an area of 1,850 acres. This machine, which has steel sails and is mounted on a steel tower, has a diameter of 50 ft. and is said to be capable of dealing with 64,000 to 70,000 cu. ft. of water an hour. It is an interesting fact that first the wooden windmills were replaced by explosion motors, but now, again, the steel wind motors are said to be more and more employed, especially in the draining of "polders."

The Passing of an Inventor

George Westinghouse is dead. In that there seems little importance to the average man, yet every individual who boards a railroad car owes a debt to this dead inventor. He invented the compressed iron brake which greatly reduced the possibility of accident on railroads, and, beyond that, many another inventor to the benefit of humanity emanated from his tireless brain. George Westinghouse was born in 1846 in a little village of Eastern New York, where his father carried on the business of an agricultural implement maker.

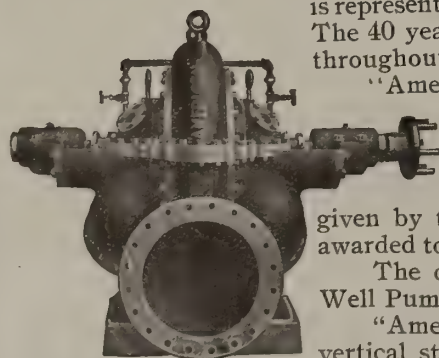
He early displayed his mechanical genius in his father's business, but for a time he served as a soldier during the Civil War. After its conclusion in 1865 he took a two-year course in college, and at twenty-two he invented the compressed air brake, which has revolution-

ized the control of the death-dealing railway train. For a quarter of a century he added improvements until it has reached a degree of perfection that enables any train to be stopped as quickly as is safe for its occupants.

Leaving the possibilities of steam and compressed air, Westinghouse directed his energies to the adaption of alternating currents in electricity, and to him is directly due the development of the Tesla induction motor. Only to his genius is due the fact that we now have long distance transmission of power, without which the harnessed power of Niagara could not be delivered over hundreds of miles of Ontario as is the case to-day.

It seems inevitable that the path of the inventor is strewn with heartache and difficulty—and Westinghouse was no exception to the rule. More an engineer than a financier, he saw, at the end of a life of effort, many of the fruits of his genius being controlled by others, yet in his day he founded great establishments in Europe and the United States, also at Hamilton, Ont. Few realize the value of the inventor until he has gone from the scene of his labors, but it is a constant recollection to every traveller, as the brakes gradually slow down the mammoth bulk of the Limited, that only through the efforts of the dead inventor have we that titanic control. A plain unassuming man, with the gnarled sinewed hands of a mechanic, Westinghouse was no spectacular figure on the world's stage, yet he should forever be classed among the great men of history who have materially increased the control of humanity over the uncurbed forces of nature.

THE STANDARD BY WHICH OTHERS ARE JUDGED



is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness. "American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

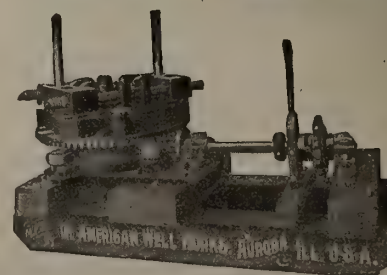
The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

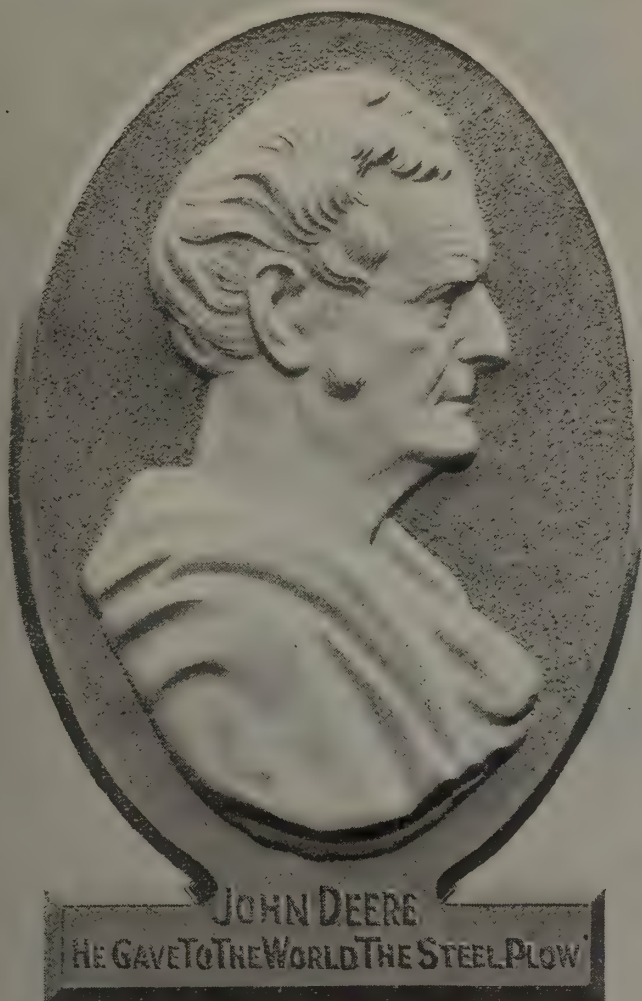
"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

Agents Wanted in all unoccupied territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, ILL., U.S.A. Chicago Office, First National Bank Building





Good name means as much in the plow business as in private life—

And is acquired in the same way. Goods that have the reputation and are the biggest sellers on the market are the best in their line—always.

They get to the top and stay there—Why? Because of their quality and prestige.

Prestige is the result of known quality. Plow prestige is the good opinion of enough people, based on actual experience, to make that particular plow the best seller.

The World's Best In Plow Building

In a business way there is a difference between simply a plow and a plow plus a big reputation—a valuable difference.

John Deere Plows in the end give the greatest returns on the investment—

And that is the sole and only reason why farmers want them when other plows could be had for less money.

Farmers who have used John Deere Plows ask for them by name just as their fathers did before them.

The name John Deere is plow insurance—it fixes the quality and has done so for more than seventy years.



THE TRADE MARK OF QUALITY
MADE FAMOUS BY GOOD IMPLEMENTS

The Jew in Organized Agriculture

Only a Jew! We immediately visualize the man, the race, as peddlars, hucksters, old clothes merchants; as pawnbrokers, or as Semetic plutocrats, in fact as anything imaginable rather than as farmers. Yet such is by no means the case. As a matter of fact you will find the children of the Ghetto not only in the cities but upon the land. From North Dakota to Connecticut more than five thousand Israelites are making a living—and a good one—from the old red earth, while in Canada, as far back as 1884 we find a Jewish farming colony at Moosomin. In 1892 seventy families settled in Southern Saskatchewan, and in the extreme east of Saskatchewan another colony settled near Wapella in 1894. The latter colony, after the severe crop failures of 1901, made an appeal and received \$10,000 to assist them from the Jewish Agricultural and Industrial Aid Society, New York, an organization which we will deal with later in this article.

Jewish farmers, bless you, are numerous in Canada. In the districts of Qu'Appelle, Bender, Trochu, Edenbridge, Morse, Al-sask and Rosetown you will find Jewish colonies, and referring to the census of 1911, it shows that the assets of the Jewish farmers in Canada totalled the respectable sum of \$1,297,531.

Not so much will we endeavor to show the presence of the Jew in agriculture, although to many that may be a new phase of the activities of the race, but rather will we show in some small way the manner in which the Jew has applied to the business of agri-

culture the astute business brain inherent to the race. The Jew values civilization, and its first communal lesson, that of organization and co-operation, he has developed to an extent not reached by any other race. Especially is this true when compared with any other organizations of farmers throughout America.

There is something symbolic of the Jew in agriculture. We

oppression, learned the lesson of communal defence, the lesson of the co-operative machine. What has he done? While our American agriculturists have gone far towards the perfection of science as applied to farming the Jew has developed the **business** of farming. While the average farmer is haggling with this man or that for a loan of \$200, at high interest rates, his Jewish agricultural colleague in North Dakota or New England, can get the same loan, on the easiest terms,

sick she is carefully nursed and attended to. His household is helped out and his work suffers no hindrance.

In brief the Jew realizes, as does no other farmer, the distinct difference between the price of individualism and the profit of co-operation in the activities of the earth.

In the late eighties the Baron Hirsch Fund was formed in the United States, its aim to help out the struggling Jew. Here is an instance that the Jew, stigmatized as the emblem of greed, will willingly give to aught which binds the race in the bonds of betterment. Later came the publication known as the "Jewish Farmer"—the first and only agricultural paper in Yiddish which was ever published. Leonard Robinson, its editor, himself a Jew, has done more than any man to educate the Jew in agriculture. At fifteen he landed at New York penniless, yet he worked through university, became a lawyer and finally a journalist for the education of his race in agriculture.

Finally the Federation of Jewish Farmers was formed and from it a system of credits and purchasing bureaux, through which, for an annual membership fee of \$5, the Jewish farmer is eligible for all benefits. This with the result that no matter what he wants to buy, plow, harrow or silo, if he has not sufficient funds the association guarantees payment so that the farmer can pay his debt by easy instalments. Therefore the seller of implements looks not to the man, but to the bureau for payment—and he gets it. This applies not only to implements but to seed, fertilizer and the many other commodities requisite to modern agriculture. At first the bureau was imposed upon by the unscrupulous, but they quickly learned a lesson and now engage experts who correctly value all the goods purchased, and their quality.

It would make a story quite beyond the limitations of our space to give in detail the many sides of this organization of the Jewish farmers of America. They co-operate in marketing their product, in buying their requirements. They have a banking system and a loan system. Clear through all runs vividly the keynote of co-operation, organization. For centuries oppressed, robbed and maltreated the Jew realizes only too well that only in union as a race he can get a fair opportunity to succeed. His business instinct predominant, he saw that the American Government would do all that was needful in the scientific research



A Jewish Homestead in Western Canada

read of David tending his flocks upon the far away hills of Judea some thousands of years ago, yet we never consider that the race still are rich in the desire for the pastoral existence they followed of old. The Jew fled from Europe seeking emancipation from the Old World tyranny, and as they escaped from oppression these farmers have worked together so as to escape the thralldom of the constant financial annoyances by which the average farmer is continually harassed. The Jew, through generations of

by sending to the treasurer of his credit union. The ordinary farmer must buy his seed, implements and fertilizer at the nearest dealers—whereas the Jewish farmer, if he is a member of the Federation of Jewish Farmers, and nearly all are, can get practically all his needs supplied through a central purchasing organization, getting ample credit, carload prices and a standardized product. In every Jewish farming community is a branch of the Jewish Ladies Auxiliary, and should the wife of Isaac Levy fall

EMPIRE CREAM SEPARATORS

Better this year than ever. Built for discriminating dairymen.

BALTIC CREAM SEPARATORS

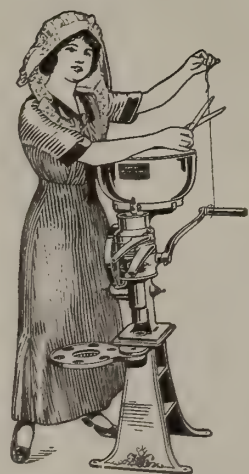
A thoroughly reliable separator for the small farmer. Prices from twenty-five to forty-five dollars.

STA-RITE GASOLINE ENGINE

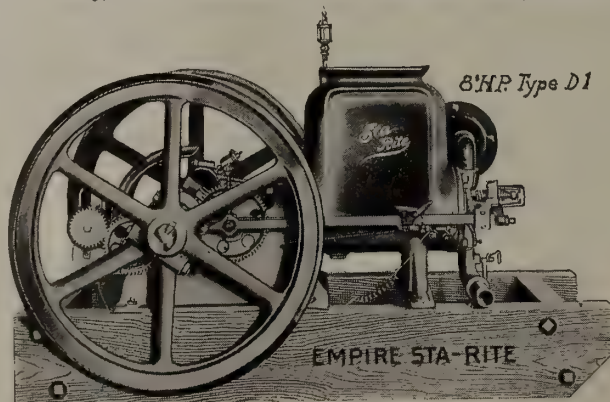
Simple and perfect in construction. Is all that the name implies. Write us in which of the three lines you are interested and we will send full particulars.

Agents Wanted

In unoccupied territories we wish to arrange with good, reliable men to handle our goods. We have a proposition on which good money can be made each year. Write at once, as our agencies are going fast.



Cut the String and the EMPIRE will start under the weight of its crank.



There are only three joints and there is no pump in the gasoline line of EMPIRE Sta-Rite Engines. Other makes have 15 to 30 joints and usually a pump.

The Empire Cream Separator Co. of Canada Ltd.

TORONTO

WINNIPEG

of agriculture, consequently with national astuteness, he made farming for the Jew a business institution on a co-operative basis, copying the interdependence of the individual which we find in the rural credit banks of Germany. Too often in error we stigmatize the son of Israel as a bargaining chaffering huckster; in American agriculture he has proven that he is the pioneer in farming upon an organized business basis, making a greater success of co-operation than the majority of such associations formed by the go-ahead Gentile.

Feed and Profit

We came across two records recently that set us thinking. A Jersey cow that gave a yield of 14,450 pounds of milk and 727 pounds of fat, consumed an average of 12.4 pounds of meal per day all year. An Ayrshire's record was almost identical, 12.8 pounds of meal per day. Just what the average cow in Canada receives as meal is uncertain, but this is certain, that vast numbers of them would do infinitely better if they got the opportunity and were fed on the basis of one pound of grain for every three or four pounds of milk per day that they yield.

As the average cow in Canada gives probably only about one hundred and forty pounds of fat per year, it is a question if she gets an average of three pounds of meal per day. The two cows above noted received four times this amount, and paid for it. More of our cows would pay, that is pay a good profit above the cost of feed, if they got the right feed.

When we find good dairymen willing to give seventy and eighty dollars worth of feed to a cow per year, it means they not only have faith in their own judgment, and in the cow's productive ability, but beyond this, they keep records both of milk and fat produced and feed consumed, so as to be perfectly certain they don't waste good feed on cows that don't produce.

Dairy Progress in Saskatchewan

The Government of Saskatchewan has just completed a series of dairy meetings held at towns along the line of the G.T.P. within the province, and through this a pronounced stimulus should be given the dairy industry this summer. For over a month two special cars covered this section of Saskatchewan and lectures were held daily, both in the afternoon and evening. The Sask-

atchewan Government is establishing a creamery at Unity and another at Melville.

It is quite likely that the stimulation of dairying in the province will result in the establishment of several more creameries in the near future. Saskatchewan farmers are beginning to realize the great advantages of mixed farming, and the provincial government is encouraging them in this direction.

Value of Live Stock in Canada

From an estimate of the value of the live stock in Canada in 1913 it is apparent, according to the Census and Statistics monthly, that generally speaking the average values per head are greater in the West than in the East. In the estimate for 1913 the total values for Canada are

for horses \$420,079,250, for milch cows \$115,369,294, for other cattle \$86,522,140, for sheep \$10,672,803, and for swine \$26,664,735. The total value of all descriptions of farm live stock amounts to \$659,308,222. The last occasion when estimates were published of the values of farm live stock in Canada was in 1910 when the total value for all descriptions was given as \$593,768,000.

Creamery at North Battleford

North Battleford will probably soon have an up-to-date creamery. A contract was recently signed between D. F. Stewart and the Board of Trade of that city, whereby Mr. Stewart undertakes to erect a \$10,000 creamery within forty-five days after it is shown that there are 1,000 milch cows in the district, comprising an area

fifty miles north of the river, and fifty miles west on the line of the C.N.R.

Wherefore She Sorrowed

A certain young couple who were married last Christmas never had a cloud to mar their happiness until recently. One morning the young wife came to breakfast in an extremely sullen and unhappy mood. To all her husband's inquiries she returned snappish answers. She was in no better frame of mind when he came home that evening.

Finally, late in the evening, in reply to his insistent demands to know what the matter was, the wife burst into tears and replied: "Henry, if ever I dream again that you have kissed another woman I'll never speak to you as long as I live!"

Never before, in the more than 30 years of its history, has the leadership and supremacy of the De Laval Cream Separator been so firmly established as it is to-day.

Separator "wonders" come and separator "prodigies" go, but the record of the De Laval, ever since its introduction over thirty years ago as the world's pioneer cream separator, has been one of steady progress.



A lot of dealers, and a few of their customers, have been fooled by the claims of the "just as goods" that have come and gone, or are going, but the dealer who has had the sound judgment and business foresight to "pin his faith" to the old, reliable, satisfaction giving De Laval has invariably been the most successful in the sale of cream separators.

There is always a market for the De Laval. So many—over a million and a half—are already in use and giving good service, and it is so well known and well liked and advertised, that a De Laval is as staple an article of merchandise as nails or sugar.

Every auctioneer knows that even a second hand De Laval which has seen several years of use will bring a better price at auction than any other new machine on the market.

What's the use of trying to make a market for some other cream separator when the demand for the De Laval is so well established? If your territory is open nothing will do more to insure a successful separator year for you than securing the De Laval Contract.

Agency Applications Invited

De Laval Dairy Supply Co., Limited

Winnipeg

Vancouver

Montreal

Peterboro

Saving Money by a Speed Indicator

"There! If you've been turning your separator at that speed all the time, then with your twenty cows you've lost \$524.10 worth of butter in one year!"

The above is the astounding statement made by a dairying authority to a farmer whom he had been watching operating his cream separator.

When you buy a cream separator you will find on the crank handle, in large, raised letters instructions something like this—"55 revolutions per minute." Or it may read 45, or 50, or 60; it varies on the different makes of separators.

Suppose, for example, that yours reads "55 revolutions per minute." What does that mean? It means, whenever you operate that cream separator you should turn the crank handle precisely 55 turns to the minute.

The manufacturer has tested his separator under every possible condition, in order to know the exact method of operation at which it gives the greatest degree of efficiency.

But how does the dairyman know how many times he turns it? It is just as impossible to

guess accurately the speed of his cream separator as it is to guess accurately at other things, says a writer in Scientific American.

At a first-class dairy farm the superintendent said he always "guessed" the proper speed. When asked how his helpers operated the separator he replied that, after he had broken new men in, they also could operate it at approximately correct speed. In order to prove his statement, one of his helpers was asked to turn the separator at the speed he usually operated it. The number on the crank handle read "48 revolutions per minute." But the helper made only 28 turns to the minute.

This proved how absolutely wrong the superintendent was in supposing that he, or any of his helpers, could tell when they were turning the crank handle exactly right, or anywhere near, what the manufacturer told them it should be turned. Here were pounds of butter-fat going to the hogs daily, just because he "guessed." And if he will feed calves and hogs with butter-fat worth 30 cents a pound, when he can feed them better on two and one half pounds of corn meal and skim milk, then that shows how much the dairymen have to learn

to get all the profits out of dairying and farming.

At the Purdue Experiment Station, Indiana, very exhaustive tests were carried on to show the tremendous losses through wrong operation of cream separators. A separator was run at its normal speed of 55 turns to the crank handle per minute. Fifty pounds of milk were run through the separator. At this speed, it delivered 45 pounds of skim milk and 5 pounds of cream. This cream tested 2.11 pounds of butter-fat. When the speed was increased to 75 turns per minute, the skim milk discharged was 46½ pounds, reducing the cream to 3½ pounds. And the amount of butter-fat was slightly less than when the separator was turned at normal speed.

Next, a test was made by letting the speed of the machine drop down to that at which it has been found the average dairyman operates a cream separator, with the astonishing result that the discharge from the "cream" spout went up to 9½ pounds, but it tested only 11 per cent of butter-fat—only 1.04 pounds of fat out of 50 pounds of milk, as against 2.11 pounds when the separator was operated correctly.

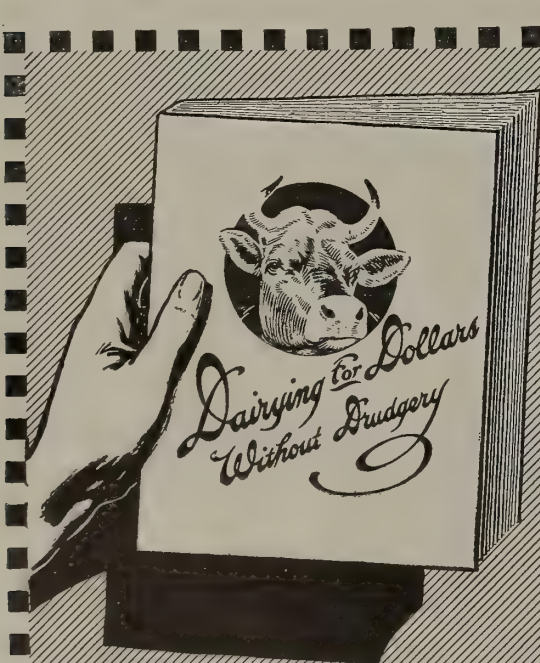
Dairymen are losing from 20

to 50 per cent of their butter-fat with every operation. This is a matter of waste that is simply appalling when the aggregate figures of all the dairymen in this country are considered. It probably runs into thousands of dollars with each daily milking.

Now a speed indicator has been invented to be applied to cream separators, mounted on the crank shaft of the separator. As the separator handle is turned, the exact number of revolutions per minute that the crank handle is making is shown in a definite figure, so that it may be read at a glance. There is no calculating to be done; it is only necessary to keep on turning the crank handle the proper speed is reached, and then continue at that exact speed throughout the separation. This eliminates all guess-work entirely. It also adds zest to the otherwise monotonous operation, particularly where the separation requires upward of an hour's turning, as it does in many instances.

The Source of Udder Infection

Many of the worst forms of udder disease are due to filth and pus germs which get onto the teats and gain entrance to the



The Biggest Thing in Dairying Today

The Sharples Mechanical Milker is a big proposition with a big future—for big men.

Dealers who have the ability to grasp and appreciate the significance of an invention which enables the farmer to double a dairy herd, and, at the same time, cut down its expense;

A machine which materially lessens the labor of a dairy and makes the farmer independent of hired help.

Dealers who know what has been done heretofore in the implement field:

And who can measure in their mind's eye the profits of an exclusive territory on a successful Milking Machine.

These men are falling over each other to sign the Sharples 1914 contract.

But it is a big man's proposition.

The Sharples Mechanical Milker is not a novelty or a side line—

It is the main issue of the dairying industry today.

Send for this book—and read it.

SHARPLES MILKER

The Sharples Separator Co.

West Chester, Pa.

Chicago, Ill.
Portland, Ore.
Omaha, Neb.

Dallas, Tex.
Minneapolis, Minn.
Toronto, Ont.

San Francisco, Cal.
Kansas City, Mo.
Winnipeg, Man.

milk ducts and then the udder. The infected cow that is producing pus or abnormal milk from one quarter or more of her udder is the commonest and most dangerous source of disease. She has no business in the cow stable. She is as dangerous there as a smallpox patient would be in one's family. Every dairyman should make it his invariable rule and practice to isolate a cow the moment anything is found to be wrong with her udder or milk and she should be kept away from all other cows until perfectly recovered. Udders should be wiped clean with a soft, damp cloth before milking. The milker should keep his hands clean and his finger nails trimmed short. Stall floors and gutters should be cleansed often and disinfected at least once a week. Gypsum (land plaster) used freely upon the floors and in the gutters helps to maintain sanitary conditions.

Responsibility in Retailing

Away back in the sixteenth century there lived a French author named Voltaire. He was a writer of the classical, but he must be accounted one of the first real apostles of the Square Deal. He sized up the attitude of a man to life by a simple

process, but with none the less a weird insight into human nature. Voltaire said: "Suppose you could push a button and thus obtain your dearest wish—Love — Fame — Wealth or Power — and at the same time cause the death of some unknown person — would you push the button? No 'if's' or 'but's'—would you? Yes or no."

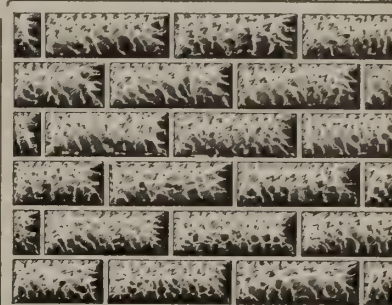
It may seem that this has little to do with the life of a dealer, but it has. The question is whether the responsibility of the retailer ends when he consummates a sale. Be it a disk, plow or seeder it matters not. Will the goods be of service to your customer in the fullest degree? Will they reflect upon you, as their seller, in a good or bad way? Suppose, as Voltaire said, that your greatest desire is Wealth, and that you are selling a cheap or counterfeit class of goods at a price beyond their intrinsic worth. By so doing you shoulder the responsibility of the goods; they come back to roost like the evil actions we were warned of in our youthful and innocent days. Would you push the button? Would you take the risk of passing your customer inferior goods, the man who has learned to rely on your judgment—who believes in

what you say regarding the goods you sell him. If in the past you sold him goods of quality that did all that was said for them, that gave honest service, you must shatter the faith of the customer in you when you even once sell him an inferior article. Every dealer looks to a successful year's business—a perspective entirely laudable. In the past success has been proven to be due to the square deal, the handling of strong and dependable lines of implements and machinery. Through them the dealer gains, and should value, the faith of his customers, their goodwill. That goodwill can only last through your constant care to supply only the best there is in your particular class of retailing. Here then lies the importance of every retailer dealing squarely and honestly as his conscience dictates; selling the reliable and proven goods, so that he wins trade and profit, and beyond all belief and respect from his customers.

About the only time when the average married man has any peace in his home is when his wife has her mouth full of hairpins.

METALLIC SIDING

FOR
Houses, Stores, and
Outbuildings



Produces a handsome effect at a surprisingly low cost.

Durable. Fireproof. Weatherproof.

Write for free illustrated Catalogue

DEALERS AND AGENTS

get in touch with us to-day and take up the sale of this line. No Stock to carry. Sell from Catalogue and Samples.



THE METALLIC
ROOFING CO.
LIMITED.

MANUFACTURERS.

WINNIPEG, MAN.

Head Office: TORONTO, ONT.

C54

Implement Dealers, Attention!

We have just concluded a contract with the International Gas Engine Co., of Cudahy, Wis., U.S.A., to represent them throughout Canada. They manufacture Engines from 1½ H.P. to 7000 H.P. for Factory, Foundry, Shop, Mill or Farm.

This is the only Kerosene Engine on the market giving absolute satisfaction. Throttling Governor Type, taking a charge at every stroke. Does away with all the troubles encountered with the ordinary Gasoline Engine when Kerosene is used for fuel.

We guarantee consumption not to exceed one pint of kerosene per H.P. per hour. If you wish to

Handle a Winner

write for descriptive matter, and our contract, at once. You will be entitled to a special discount on all orders received from you.

CONSIDER THE SCOPE OF OUR LINES

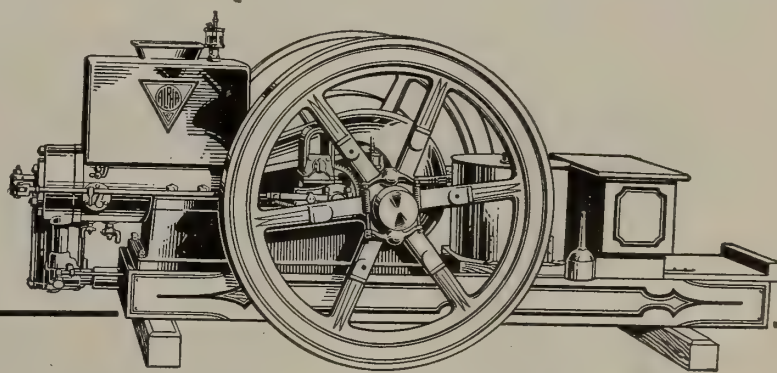
Geiser Steam and Gasoline Traction Engines
Geiser Sieveless Separators and all attachments.
Road Rollers
Asphalt Rollers
Engine Gang Plows
Well Drilling Machinery
Air Cooled, Hopper Cooled and Tank Cooled Gasoline Engines.
Stationary and Portable Saw Mills

Vertical and Horizontal Boilers
Binder Engines
Marine Engines and Outfits
Electric Light Machinery
Waterworks Machinery
Wind Mills
Pumps
Power and Electric Washing Machines
Cream Separators
Steel Farm Trucks
Dump and Spreader Wagons

Grain Cleaners and Graders
Grain Grinders
Grain Elevators
Power Hammers
Lathes and Blacksmith Machinery
Cement Mixing Machinery
Power Hoists
Milking Machines
Manure Spreaders
Wet and Dry Batteries and Electrical Supplies

Write for our Contract at once to Winnipeg Office.

BURRIDGE-COOPER CO., LTD.
WINNIPEG and REGINA



You can sell this Gas Engine

You know what splendid sellers other De Laval Specialties are.

You know that they are the standard by which others are judged.

You know how much easier it is to sell any of the De Laval lines.

The Agency for the Alpha Engine line will be no exception to the rule.

The Alpha Engine Line

embraces every size and style of engine you will have any call for. Its superior construction and design will make it a self-seller as soon as you get one or two of these engines placed in any neighborhood.

New Catalogue Just Out. ————— Send for it

DE LAVAL DAIRY SUPPLY CO., Ltd.

Largest Manufacturers of Dairy Supplies in Canada

Winnipeg

Vancouver

Montreal

Peterboro

The Feminine Equation

In selling a gas engine the dealer very often has to sell not only to the farmer but to his wife as well. And in most cases it is infinitely more hard to sell the engine to her than to her better (?) half. As a rule the woman in the case is far more conservative in spending money than is her husband, although wrongly enough women get blamed for being vivid distributors of coin. The dealer, who is in the engine business to make money should never forget the fact that even though the prospect has every intention of buying an engine it is a wise step to also enlist the sympathy of his wife. Show her the advantages and the labor saving qualities of the engine; how chores can be made lighter and easier and not only her husband's but the work around the home made far more easy. You may, on the other hand, sell the farmer an engine, and on account of what she considers needless expenditure, she makes things so hot at home for him that the poor man is virtually scared to buy goods that he may really need. This has a greater or less effect upon his value to you as a customer.

If you sell to the wife as well as the husband, and you send her away home pleased with the deal, the chances are that the sale will prove a good advertisement for you. There is no better advertisement than the tongue of a satisfied woman; no greater trade killer than her vituperation when displeased. Therefore the feminine equation is an asset that the dealer must consider in his selling schemes. Just as sure as she finds the engine a help around the farm she will call up her neighbors, or talk to them when she meets them, telling them what an adjunct a gas engine is to the family. And, such is human nature 'most every woman who is upon an "engine-less" farm will immediately begin to worry the life of her long suffering partner because he has not had the initiative—or money—to get one. We find the same condition in automobile sales in another strata of feminine society. The competitive spirit of possession has always made womenkind a good customer for the merchant—and the milliner.

The gas engine dealer must not overlook this kind of advertising for he will find that it is one of the best, and cheapest, kinds of publicity that he can get.

A Thresher of One Hundred Years Ago

The following specifications of a threshing machine, which was invented in 1799, were sent President Jefferson, of the United States, by William Tunstall, Nidd, Yorkshire, England, in the year 1803. In quaint phraseology, the inventor sayeth that:

"This machine for threshing all kinds of grain may be worked by any power, by men, horses, wind or water. With one horse it will require three attendants; women or children may do. By hand four attendants are necessary. Larger construction, then, will require more. It is easily adapted to machinery already fixed up, as in mills, the parts being simple and convenient. Four frictors constantly act against the threshing floor and receive, in a space almost less than usually given to a single dasher, the motion also being prodigiously rapid in its accelerated course. The multiplicity of strokes is more properly denominated rubbing which is ye best method of clearing ye ears of wheat, which is done in ye palms of the hands.

"The threshing machine made by Mr. James Wardrop, of Virginia, which works by elastic flails, can have no semblance to the one above described. A machine which proved useless was made in Derbyshire with flails, of which I have a drawing. The threshing machine made formerly by Mickle are mostly imitated which hold the straw betwixt two rollers till it is beat out. Additions have been made to it of breastplates

and rakes. A great objection is that they strike off a number of heads before ye grain is cleaned, which is sought to be palliated by an excuse that poultry and hogs must be fed, is it not better to give them a certainty of ye unmarketable corn by measure, than suffer them to depend on ye badness of a machine, for which they have been at a great expense, for fattening or existence.

"Fifty bushels have been threshed in six hours with ye machine; for one horse a man and two boys, which produced one bushel more wheat than an equal quantity from ye same stack did by ye flail in ten days. They may be made here for from 40 to 50 £ Sterling." In American coinage the cost of this machine would have been \$200 to \$250.

The Value of Standardization

By standardizing your lines as far as possible it is possible for the retail implement dealer to keep down his investment.

This is what the manufacturer is trying to do and is one of the ways in which he thinks he can reduce his costs. For example: What is the real need of carrying 3 x 9 and 3 1/4 x 10 wagons? With the distinguishing marks eliminated and the two wagons set up in different places, there is probably not one man in ten who could tell the difference, and there is but little real difference in their actual carrying capacity.

Instead of carrying a big variety of wheel heights and sizes, why is it not practical to reduce these sizes down to a few? We now have the 44 x 52 wagon wheels. A combination of 40 x 48 wheels provides stronger and better wheels, and, barring precedent and prejudice, why could not we all unite on this common wheel height?

If the dealer, for example, can get to a point where he is stocking but one or two sizes of wagons with a couple of different wheel heights and tire sizes, he certainly is going to have a much smaller investment in his business than if he stocked four or five different sizes of gears and the same number of different wheel sizes. This same argument will apply through the entire line.

The dealer can, in a great measure, influence the buying public, and if he can get his trade educated to a point where he can standardize his lines down to a fewer number, he will effect a saving in his cost of business operation, and still give service.

R. B. Lourie.

Lightning Rod

Agents Wanted



Write at once for territory and prices of our copper covered steel centre Lightning Rod.

Our Guarantee, which is sent with each order, helps to sell the rod, as it is backed by the oldest established business of this kind in Canada.

Lightning Rod Agents can make a lot of money by handling a good rod, made by a good Canadian company with a reputation.

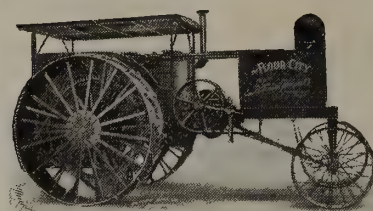
Hamilton Brass Mfg. Co., Limited

Hamilton, Ont.

Successors to

The Globe Lightning Rod Company

Special Sale



Flour City Gasoline Tractors

We have two 30 H.P. and one 40 H.P. TRACTORS which have been rebuilt and are in good running order.

Write for Special Offer.

Big inducements to cash purchasers.

Ontario Wind Engine & Pump Co., Ltd.

WINNIPEG and CALGARY.

Simplicity: A Virtue

Simplicity in a man, a machine or a system, is a gift that all men should seek for and value. It is, strangely enough, lacking in many characters and in many types of machines.

Complexity is a curse, whether in the make-up of a man or not. We are a nation greatly given to systematizing, yet we often defeat our own ends by the systems which we evolved for the sake of simplicity becoming inchoate and incomprehensible, through their very effort to attain perfection.

So it is with machinery. We seek to improve and redesign, altering this dimension and that, increasing, decreasing and changing, with, too often, the result that we confute our own ends and evolve an intricacy that is against the fundamental theory of all machine design. Consider the ordinary safety-pin! The fellow who invented it simply twisted a piece of wire, but he made a fortune by the simplicity of the job!

To write, to speak, to explain all things in a simple, clear and direct manner, therein lies the key to all success. All the greatest things are simple, great men, great inventions, great thoughts. The Bible, bearer of the thoughts that will live for ever, is expressed in the plainest language.

It may be essential in some businesses, in law, for example, to bluff the rest of humanity by a ghastly array of complex repetition and phraseology, but the law makes its profits through time—in fact, some cases will

not be settled until eternity applies a closure to the business.

In the farm machinery business seed time and harvest follow in an inevitable routine. Consequently we have to be quick, direct and simple in either our advertising or our selling. Did you ever consider proverbs? They cast the whole idea of a great truth in a few simple words.

Probably beyond the firing line in the battle of business there may lie great questions in psychology and in such mysterious quantities. But so far as advertising or selling a plow goes psychology is best left to the professors, who befuddle the brains of mankind by that quality of dope, or to the flatulent school of advertising specialists, who pretend to discover great unplumbed depths in this business of selling goods. It may lead a few to believe that there are a wonderful amount of hidden and mysterious sides to the job of attracting customers through advertising, but the plain man skips the jaw-breaking words and gets only what he can understand without effort. And, remember, every one of these advertising specialists will tell you that the great keynote in advertising is simplicity. Why, then, don't they stick to the elementary bed-rock of the business; they surely don't mean to follow the sonorous verbiage of the legal and learned ones of the earth.

A polished—and voluble— orator once spoke for two hours at a great dedication, then he

was followed by a lean and lanky president of the United States, who had been used to splitting rails by direct blows. The plain spoken president talked for five minutes by the clock, and his speech hit in every word, for he was a plain man. They have forgotten the fluent fellow, but that short talk by Abraham Lincoln is said by competent critics to be America's supreme achievement in literature. The expression of joy, sorrow, pain or anger are all a case of a few sharp cries or short phrases. Any extension is only an effect of our civilization—a redundancy.

The brains of all men are not alike in power, depth or comprehension. It stands to reason, therefore, that we must, in selling goods, direct our words—verbal or written—at the simplest brain, the one who finds things most hard to understand. If you write for, or speak to, a farmer, so he can understand your meaning, you need not worry that a professor will not get your idea. It may seem plain and child-like language to the professor, but he will easily tumble to it. It has often seemed a pity to the writer that the Bible does not give the words that Christ used to the little children as they sat beside him, for it would have been an excellent example of how wisdom can be transmitted with simplicity.

No sane man will carefully strip the bark from a log, and give it two coats of varnish before he cleaves it end to end with a blow of his axe. Yet some writers—and speakers—clothe their meaning in useless obscurity and then proceed slowly and

laboriously to strip off the trimmings so we get at long last to the meat of the subject. Usually, if a man is reading an advertisement or listening to a salesman, he quits before the gist of the proposition has been reached because life is too short.

Two or three years ago we used to sweat and swear as we cranked an automobile. Nowadays we press the button, and the self-starter does the rest. Yet the manufacturers had quite a time producing that simplicity in the machine. Even so it is a hard task for all of us to get back to simplicity, in fact almost impossible with some salesmen who



You can recommend our

Fence and Gates

with thorough confidence. There is not a better and stronger Fence made in Canada. It is manufactured from the heaviest and best galvanized wire, every rod of which we guarantee.

Write for our Price List and Illustrated Catalog and see for yourself.

THE
Great West Wire Fence Co.
LIMITED
76-82 Lombard Street, Winnipeg

Distributing Agencies:
Edmonton Alta.: Race, Hunt & Giddy
Calgary, Alta.: Reynolds & Jackson



Massey-Harris Drills

are specially adapted
for Canadian conditions

MASSEY-HARRIS DRILLS are Canadian Drills in every sense of the word—designed and built by Canadians who have the benefit of years of experience in building Drills to suit Canadian conditions.

That they have "made good" is easily apparent from the large numbers of these Drills to be found in all parts of the Dominion, and thousands of new Massey-Harris Drills purchased each year, many of them by farmers who have already one or more in use and know from experience there is no other Drill which is so satisfactory under any and all conditions.

MASSEY-HARRIS CO., LIMITED

Manufacturers of High-Grade Farm Implements

Branches at: Winnipeg, Regina, Saskatoon, Swift
Current, Calgary, Yorkton, Edmonton

AGENCIES EVERYWHERE

All Massey-Harris Drills have strong Steel Frames; High, Broad-faced Wheels and reliable Force-Feed Runs which will sow any kind of Grain uniformly, and without crushing or bruising the kernels. Any desired quantity can be sown at any desired depth and the seed is well covered.

One Lever controls entire action of Drill—raising and lowering the Furrow Openers, applying Pressure, and starts and stops the feed.

have through time developed hair trigger jaw-bones. Gladstone was one of these, and another political warrior said of him that he was "intoxicated with the exuberance of his own verbosity!" We fear that the maker of that phrase would not have had a good sales record. He could have simplified things by saying that the old man was "boozed on his own exhaust."

Robert Louis Stevenson, one of the greatest masters of English who has ever lived, used to write and re-write every phrase he used—practising a painstaking policy of simplicity in a way that would have driven any modern business man to the grave or the lunatic asylum. Yet his books will live through the ages. He used to say that if he wrote for the fools the wise men would surely understand. His policy was a good one, if it was won through unremitting work, and all of us can safely copy his example in every business letter we write, every advertisement we lay out and every phrase we use. Short words, short phrases, plain talk—these are the things that get the people to buy goods and that sell goods to people!

You win out only by work.

Grinding Tractor Cylinders

The massive machine employed by the M. Rumely Co., to grind the cylinders used on their various motors, is a distinct advance in cylinder making.

The machine was built at Offenbach, Germany, and is by far the largest machine of its kind in this country. Some manufacturers of high grade automobiles employ similar machines, but as this one must handle much larger cylinders than those used on automobiles, it is a much larger internal grinding machine than any previously used in America.

This concern state that all cylinders used on their tractors and engines are first rough-bored and then set aside to season. In the first operation, the cylinders are bored to fourteen one-thousandths of an inch of the size desired. After they are seasoned, they are placed on the grinding machine and ground to exact size. The advantage claimed for this process is, that the inside surface of the cylinder will be much smoother than were the cylinder simply bored to size. As cylinders are allowed to season before grinding, there is no possibility of the hole being out of round.

When a cylinder is bored and the surface is left rough, the projecting parts wear rapidly, and no matter how tightly the piston may fit when first inserted, the surface will soon be worn until loss of compression occurs.

The Rumely people claim that cylinders ground with the new Rumely grinder are absolutely smooth so they wear but little, and as a consequence pistons always fit snugly, loss of compression is not possible and a smooth running motor is the result.

Motor Car Lubrication

The lubrication of the motor car must be closely observed, as upon it greatly depends the success or failure of the car. Never experiment with new kinds of cheap oils, as the expense of doing so may prove many times costlier than the oil. Too much oil will foul the spark plug, and prevent the spark passing, while too little oil will cause the engine to overheat and the piston to stick.

When the lubricating system is accidentally cut out the engine will overheat, causing the oil on the outside of the cylinder to fry. It is always better to feed plenty of oil, feeding until the light blue smoke begins to appear at the exhaust pipe. The cylinders require five to twelve drops a minute, depending upon the age of the car, speed of engine and size of cylinders. However, the general requirements will take about eight drops a minute for each cylinder. When oil is fed into the intake pipe from the lubricator for all cylinders it is necessary to multiply the number of drops per minute for each by the number of cylinders to obtain the correct amount for all. On a car two or more years old that has been used considerable, always use a heavy lubricant oil, as your engine will hold compression better, and in turn deliver more power. Feed all the engine bearings of importance seven to nine drops per minute.

Motor Trucks and Transportation

The motor truck is a proposition which, so far, we do not consider of vital importance in Western Canada. Yet the time will soon be here when we shall have to do so even as they have had to in portions of the United States. For the farmer who happens to be located in the proximity of a large city the motor truck is the ideal medium for bearing fruit, vegetables, etc., to the market.

Yet it will be some years before this selling of general farm produce to the city markets will become general throughout the West, so we must consider the adaptation of the motor truck to our agricultural needs as they are at present.

The farmer, to-day, spends much time hauling wheat to the nearest elevator. He may be located twenty to thirty miles away from the railway and this means a series of tedious journeys before he can take in all his wheat. The motor truck would greatly alter these conditions. Heavily loaded, on a decent trail, a two ton truck should cover eight to ten miles an hour, and in cases could even better this speed. This means that the farmer can, at the very least, manage two loads in the morning and two in the afternoon, taking in a day more than thrice what he could in an ordinary wagon.

The average farmer is wide-awake when it comes to considering the cost of transportation, and he should quickly recognize the advantages of the motor truck. Handling any commodity he can save time in going to and coming from town, and the ordinary automobile is of little use for the transportation of heavy goods from the town to the farm. The motor truck can also be employed around the farm for any of the ordinary work to which the wagon is put, with the advantage that when not in use it costs nothing, unlike the horse, who must be fed all the time.

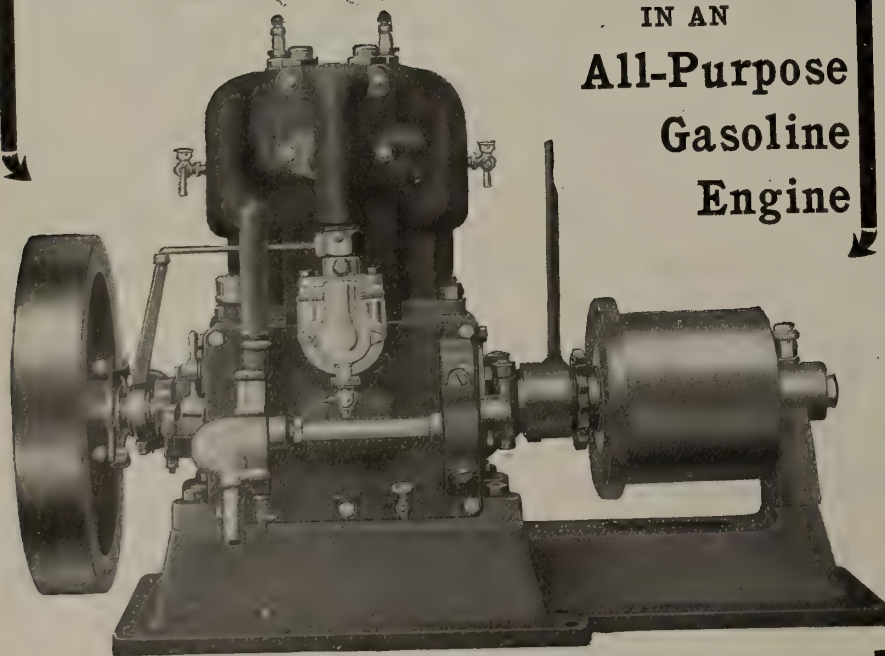
In California and in British Columbia the fruit farmers have found the motor truck of great benefit to them in making rapid shipments. In the farm produce districts of the East the same applies.

These trucks are mostly chain driven and are of very simple construction. They are built by many concerns and are made usually as heavy or light types. In the cities of America, as a means of transportation, they have become indispensable, and in the future the farming community will find them of great value. As years pass the production of these trucks will increase and their cost will decrease. As with the automobile the motor truck will be sold through the hands of the retail implement dealer, and its coming should prove to be a boon to the farming communities and a financial asset to the implement dealer.

A blush on the cheek is worth two in the drug store.

LAST and BEST

IN AN All-Purpose Gasoline Engine



6-8 H.P. 4 Cycle 2 Cylinder

Weight only 325 lbs. Speed 600 to 900 R.P.M.
Cylinder 4 x 4 inches. Power 4 to 8 H.P. Fly Wheel 14 x 4 in.

The remarkably light weight of this engine is obtainable only in this advanced type of construction. With its light weight it is the most compact and convenient engine to handle on the market. Its size adapts it perfectly to every kind of work on the farm. Length of base, 29½ inches; width, 8 inches and 12 inches; height of base, 4½ inches, to crank shaft, 8½ inches; total height 24 inches; shaft, 1½ inches.

Also built in special electric light type with double fly wheels. Regularly mounted on wooden skids: includes ignition system, etc., ready for operation. Magneto to order. Get our full specifications.

WRITE FOR DEALER'S PROPOSITION AND FULL PARTICULARS.

Cushman Motor Works of Canada, Ltd.

288 Princess Street, Winnipeg

Price Cutting and the Retailer

The position of the dealer in modern business is the natural result of a movement which has been fostered by the most successful manufacturers and accepted without argument by the buying public. The establishment of the retail dealer has meant a voluntary reduction of the direct profit of the manufacturer, and the voluntary, if perhaps unconscious assent of the public to the retailing system in business, which has undoubtedly meant higher prices to the consumer, says the house organ of the Goodyear Tire & Rubber Co.

Why has a manufacturer of his own volition accepted a situation which has meant the division of his profits with the dealer?

Why has the ultimate consumer put his stamp of approval on a phase of retailing that without doubt involves an increased cost in the things he buys?

In short, "Why is a dealer?"

The fact that a dealer handles a certain line of merchandise adds not one iota to the quality of the article. Neither does it detract from it. There is no increase in its actual value; no depreciation.

But it makes it possible to more conveniently market his product, the manufacturer has included the dealer in his selling organization. He has done this in order that the public may be more readily and satisfactorily served.

The dealer's position is therefore purely and simply one of service to the buying public. He is the final, and most important cog in the manufacturer's selling machine.

From being a luxury, the dealer's service has become a necessity, and the public is willing to pay the price of service.

Among the many problems which are presented to the manufacturer for solution, is one of prime importance—Cost. The first cost is that of the raw material, its production, transportation to the factory door, storage, etc. Then the cost of manufacture, machinery, power, labor, upkeep. Last, the cost to sell. And in that selling cost the dealer looms large, for the manufacturer must not only take care of his own selling expense, but must make generous provision for his dealer. He realizes that service is the bond which will unite him inseparably with the public; he realizes that it is with the dealer the problem of service rests. And he believes that his dealers should reap an adequate reward.

The manufacturer's average profit is six per cent. The dealer's average profit is fifteen per cent.

What would be thought of a railroad president, receiving a salary of twenty-five thousand dollars a year, who would go to a rival corporation and offer his services for twenty thousand a year?

Or a carpenter drawing three dollars a day from one contractor who would accept employment elsewhere at two-fifty?

These two examples represent extreme instances of men who sell their services to the public. Yet, wherein do they differ from a dealer selling a certain article, plus his service, deliberately cutting the price of that service? For he is not cutting the price of the commodity he sells; to him that is fixed. It is his own personal selling service he is cheapening, his own earning power he is lowering. The railroad president marking himself down five thousand dollars, and the dealer cutting the price of his commodity five per cent are on the same plane. It goes without saying that no railroad magnate will voluntarily reduce his salary. Why should a retailer unnecessarily reduce his profits?

There is one simple way to avoid price-cutting—not to commence it. Price-cutting—that is, competitive price-cutting between dealers—means not only a lower margin of profit for them, but it means eventually that the consumer will suffer. For price-cutting is the entering wedge which enables cheaply made and cheaply priced merchandise to secure a foothold. And with the entrance of such an article in the field, not only does the dealer's profits become a negligible quantity, but quality, excellence of manufacture and service ceases to be the first considerations. Hence, in the last analysis, the ultimate consumer is the greatest sufferer from price-cutting methods.

The manufacturer, from his wide experience and intimate knowledge of conditions governing the relative values of quality, cost and service to the public, should be in the best position to determine a reasonable selling price. He is not going to put it at a level that will not be best in the long run for all concerned.

Therefore, to maintain the integrity of his own business, to preserve healthy, sane, progressive competition conditions in trade, and to protect the public

from an inferior product, the wise dealer will gladly co-operate with the manufacturer in upholding a uniform retail schedule.

The Value of Thrift

Thrift is no new thing. It was a sermon preached before ever Western Canada was on the map, and before the gang plow was a dreamer's vision. The ancients knew the value of thrift—although some of them, by all accounts, were no tightwads. Some of these ancient acrobats upon the sands of time said true things. Here is what they said of thrift:

"Every man is the architect of his own fortune."—Sallust.

"Keep adding little to little, and soon there will be a great heap."—Virgil.

"Thrift comes too late when you find it at the bottom of your purse."—Seneca.

"He that wants money, means and content is without three good friends."—Shakespeare.

"In the family, as in the state, the best source of wealth is economy. It is a great revenue."—Cicero.

"When I caution you against

becoming a miser, I do not therefore advise you to become a prodigal or a spendthrift."—Horace.

"Go to the ant, thou sluggard; consider her ways and be wise; which, having no guide, overseer or ruler, provideth her meat in the summer, and gathereth her food in the harvest."—The Bible.

Utilize Local Events

A little girl in a Nebraska town lost two fingers in the cogs of a washing machine. The local hardware dealer clipped the item from the local paper, had it printed on a large placard and placed it in his window. In the same window also was displayed one of the washers he handles and attention was called to the fact that such accidents would be impossible on that particular machine as the working parts were all covered. He also used the item from his local paper in a display ad. in the next week's issue in which he elaborated on the safety of his machine. Utilizing local happenings is bringing the advertising home to your customers.

Hand Your Customers
Faultless Binder Twine!

BRANTFORD
BINDER TWINE

"Smooth Running—Safe Tying"

Carefully inspected and every ball guaranteed. Made in
FOUR LENGTHS AND BRANDS

"Gilt Edge" 650 feet.

"Gold Leaf" 600 feet.

"Silver Leaf" 550 feet.

"Maple Leaf" 500 feet.

Address inquiries to John R. Firth, 35 Home St., Winnipeg, Representative for Manitoba and Saskatchewan.
The Cocksbutt Plow Co., Ltd., Calgary, Representative for Alberta and British Columbia.

The Brantford Cordage Co., Ltd., Brantford, Ont.

Binder Twine may be a small item in your trade, but its a big item in winning the farmer's good-will. Then why not sell

Mr. Implement Dealer

Give Comfort to your Customer
and Profit to yourself by selling

LLOYD'S Low-Down

Suspension
Spring **WAGON SEATS**

The Wagon Loaded

Going Home

THIS is the fastest selling specialty that any dealer can handle. With it the farmer can ride in a wagon with more ease than in any buggy. The Lloyd Spring Wagon Seat is light, strong and durable. Set low, it protects the driver from the wind, gives complete control of the team, and appeals to every farmer by its adaptability and reasonable cost.

For full particulars and price write the

WAWANESA WAGON SEAT CO. Wawanesa,
Manitoba.

The Chant of the Farm Machine

I am the farm machine. From ores that emanate from the bosom of Mother Nature, from trees that grow in her forests, from a thousand sources, and by the application of the brain and brawn of man, I am born. I am a pioneer, and my home lies everywhere. Ye have seen me go into lands unprogressive and barren, lands where women are hitched to the plow and men strive all day in the sun or rain for a bare living. Their bent and broken bodies straighten, and the gleam of Hope illumines their seamed and toil worn faces. To them men bear me, and they learn the magic power of machinery. By me a man can in an hour do the day's toil of three strong men. My coming removes forever the haunting dread of Famine; by me the joy of life succeeds the sordidness of endless struggle. By my power the workers of the soil are emancipated—they acquire a happiness they never knew, opportunities they never dreamt of, and an education in the possibilities of life. Men, as they pass me in the furrow or upon the stubble, heed me not. They reckon me an inanimate thing of iron and wood, but within me lies the soul of progress, the dawn of better days for humanity.

Credits and the Individual

A man worth nothing but with a good sized income, who is honest, is a fair credit risk up to an amount that he can reasonably take care of, especially if his income is received at regular intervals and he agrees to pay his account on his pay day or the day after; and also if the merchant is particularly watchful and sees to it that no pay day goes by without a proper settlement.

This class of credit risk comes to the attention of the city merchant rather more frequently than the country dealer although the latter also has this class to deal with in a limited extent.

Now, if a farmer has a farm heavily mortgaged; if he is a one-crop farmer, it is a pretty safe thing to do to be rather careful in extending this man credit and to watch him very carefully and see that he disposes of his income when he receives it in the fall in the proper way, viz., uses it to settle with his creditors and does not send it away or employ it for extravagant expenditures.

When you come right down to it, the wisdom or otherwise of

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager

811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS

\$1.00 per year in Canada; Foreign \$1.25 per year. Single Copies, Ten Cents

ADVERTISING

RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, APRIL, 1914.

granting credit resolves itself very much into a personal proposition and this personality enters, not only so far as the debtor is concerned, but also in regard to the creditor, his temperament, and his method of doing business. This latter point is exceedingly important.

If a merchant is temperamentally systematic and orderly; if he keeps his records in good shape; if he is watchful and if he is a good judge of human nature, he can safely extend credit to people that would be extremely dangerous risks for the man who is careless; who keeps few if any records and over whose eyes the wool can be pulled easily.

Therefore, decide upon your credit methods not only with regard to the general class of debtors with whom you do business, but also with due regard to your own characteristics.

The carrying out of this suggestion involves a certain amount of honest self-study. It means, so to speak, that you will look yourself squarely in the face, decide what sort of a man you are and govern accordingly your credit activities.

True Competition

The true competition is between rival articles, a competition in excellence, which can never be maintained if, through the perfidy of the retailer who cuts prices for his own ulterior purposes, the manufacturer is forced to compete in prices with goods of his own

production, while the retailer recoups his losses on the cut price by the sale of other articles at, or above, their reasonable price. It is a fallacy to assume that the price cutter pockets the loss. The public makes it up on the other purchases.

The Spirit of Combined Endeavour

Organization must rest at the bottom of every progressive enterprise. It is merely another name for co-operation. It takes brains to organize and unselfish devotion to duty to give thorough co-operation. Organization possesses the spirit of constructive endeavor. Commercial and industrial enterprises thrive upon organization. Co-operation is a higher form of business ethics than competition. Absolutely no project can live alone. Even the liberty of man is curtailed. Robinson Crusoe had no need of education, and neither was his liberty curtailed, but who would choose to live as he did? To gain one has to surrender. We can well afford to surrender a part of our personal liberty when in return we are to receive blessings of humanity that come no other way. We can well afford to give up something good for something better. Every organization is inter-dependent with other organizations or conditions. Co-operation is the spirit of progress, which is too often hampered by the grouch and hindered by the pessimist.

What Advertising Does for Canada

We all know, or should, the power of advertising, but we seldom realize just what it has meant to this vast country of ours. Every spring we see from the sea board and the States, hordes of immigrants come like locusts to share in our national development. From across the International boundary several hundred thousand American farmers have come within the past few years, and at the time of writing box cars full of settlers effects are clanking through this city bound for the raw lands beyond the far horizon. Whether all will succeed is questionable, in fact it is a mistake very often for a man to give up good land in a settled neighborhood to seek fresh fields and pastures new. The man who stays where he is and develops his holding to the greatest degree is often best off in the end, but there is always the lure of the distant lands and the chance of making money quickly. While thousands come from the U.S. there must be a reason for this, since in that country there still is land a plenty to break and develop. What then is the voice that calls them to the Canadian North-West? Here it is. The Canadian Government spends in the United States alone an annual sum of \$70,000 in advertising the possibilities of the Dominion. That is a great factor in our annual influx from the South.

For many moons the C.P.R. hauled its cars across the far North-West without their being crammed with homeseekers, but when Canada began to advertise itself the C.P.R. found it necessary to run special trains and homeseekers excursions. Who can say what advertising will not do when it has done so much for the Dominion. Great Britain is bombarded with literature and lime light views, and they leave its shores by the thousand. Truly we have attracted the legions of the workers but we must of necessity see to it that, like all good advertisers, we make the quality of our product worth the price. In short we must have a land that lives up to its promises, a Dominion where the individual can get the chance we outlined through the scope of print, lantern and tongue. Only then can we hope to vindicate our claim to be a country that can, as we asserted, give opportunity to those attracted within our gates. If we fail in this we fall under the righteous condemnation of impoverished humanity.

A Popular Western Manager

E. Cahill

The above is an excellent likeness of E. Cahill, the well known manager of Gray-Campbell, Ltd., of Winnipeg and Moose Jaw. Somewhere between forty and fifty years ago—not to be mathematically exact—Ed was born in Elgin County, Ontario, near the town of West Lorne. After a thorough education at the local schools Mr. Cahill served a useful apprenticeship as a general blacksmith, and in 1888 started business for himself in a carriage building establishment. And, let it be noted, friends of these early days maintain and asseverate that Ed could build as good a buggy as ever he sold in his long experience. In 1900 Mr. Cahill became connected with the firm of Wm. Gray & Sons, Chatham, Ont., and with that concern became a travelling salesman covering the entire territory of south-eastern Ontario. In 1904 he became financially interested in the company, coming West to Winnipeg where he occupied the post of sales manager, his territory embracing the entire area from Port Arthur to the Pacific Coast.

Some five years ago the concern we know as Gray-Campbell Limited was formed, and Mr. Cahill was appointed manager, a position in which he has enhanced his reputation right along the line in the buggy and carriage business. It is with regret that we now learn that Mr. Cahill's personal interests are such that he feels that, for a time at least, he cannot do justice both to himself and his company. He has, therefore, resigned, and will temporarily devote the whole of his time to the supervision of his personal interests. As smith and sales-

man Ed leaves a remarkable record behind him of a thoroughly practical man who can make the goods he sells, and, better still, establish an enviable sales record.

The Value of Bookkeeping

Too few implement dealers realize the importance of bookkeeping in their business. They feel that the expense of a competent bookkeeper is so much waste, and that accounts can be kept tab of any old way—in a scribbler or in the head of the salesman. Entering a retail business with, say, \$5,000, it is a virtual necessity to instal a correct method of keeping books, and a competent bookkeeper is a justifiable expense. It is not so much a matter of the system of bookkeeping employed, so long as absolute exactitude is aimed at, and an intelligent tabulation of the business which provides a balance with ease and loss of mystification. Balance your accounts with your inventory, and have your books so arranged that you can tell at the end of a year whether you have made or lost money. If you have gained, so much the better; if you have lost, then the books are at your disposal, and, granting that your system is practical you can by a little study find out where the leak lies. It may require some grit to add the expense of a good accountant to your business, but the fact remains that it puts you on the road to better business methods, increases the efficiency of your store, and adds to the confidence of your manufacturers and jobbers.

Is Your Help Competent?

Is every man in your store a live, competent salesman, and does he justify the air-space he occupies in your business? No dealer must think that simply because he has a medium-sized business in a medium-sized town he can afford to have two or three glorified laborers as his help—although many a laborer would make an excellent salesman, although he may not know it. Unless a dealer does business in a very small way indeed he is only losing money unless he is employing proper assistants. Agriculture is changing almost daily in some particular essential, new machines of greater range and precision are coming in, and improvements are being made on existing machinery every season. The man must keep apace with or ahead of the machine or he cannot hope to be up-to-date as

a machine agent, and the help of the agent must practically possess an equal ability with their employer.

It is axiomatic that ability must be paid for, and the dealer who keeps incompetent salesmen at a low wage will only learn that there is no economy in lack of efficiency. The dealer should have the best obtainable help, irrespective of cost, for the best is the cheapest in the end, and only the good man can build business for you. We are in the days of power farming, which calls for an almost technical training. Is the implement dealer rising to the occasion? The dealer, also his assistants, must be more than mere retailers; they must be possessed of a wide knowledge of the mechanism of internal combustion engines and gas or steam tractors.

It's no use to turn to a prospect and tell him that he cannot expect you to know about the timing of an engine or the action of a slide valve. You should know. If you are handling a commodity, whether it is an egg-beater or an engine, you should understand the action of its component parts. We cannot all be born mechanics or possess engineering genius, but we can assuredly attain a wider knowledge than we now possess by study and observation. The automobile industry has proved that all mechanics are not born salesmen, but that the mechanic who adapted himself to salesmanship was the fellow who could talk best, explain best, demonstrate thoroughly — and book the orders! We cannot all be business generators like Hugh Chalmers, but we can all increase our business capacity by study and adaptability.

Condensed Philosophy

"Salesmanship is nothing more or less than making the other fellow feel the same as you do about your goods."

"It is nine-tenths man and one-tenth territory in any business."

"Do not leave business to look for business."

A Correction

In the "Personal" column of our March issue we inadvertently reported J. A. Loeppky, Herbert, Sask., was entering into the implement business at that centre under the heading of Loeppky's, Limited. Mr. Loeppky informs us that it is at Shaunavon, not Herbert, that he will open up, also that the title of the business will be Loeppky Bros., not a corporation as previously stated.

Personal

R. Passmore has sold out his implement business at Wilkie.

G. G. West has discontinued his implement business at Ogema.

J. Gallagher has commenced an implement business at Briercrest.

R. C. Howell has commenced a retail implement stand at Hugh-ton.

Percy Ross has opened up a retail implement business at Kincaid.

C. Schultz has commenced a retail implement stand at Admiral.

Joseph Omstead has commenced an implement business at Aneroid.

H. B. Theobald has opened up a retail implement business at Drinkwater.

Cecil A. Silver has sold out his implement business at Kennedy to E. Bayne.

W. Dick has taken over the implement business of J. F. Cameron, Rapid City.

The J. L. Gunn Machinery and Lumber Co., Naseby, has discontinued operations.

J. C. McNiven is the name of a dealer who has commenced operations at Advance.

G. A. Bissett, Maryfield, has sold out his business to a dealer named S. Fulcher.

S. H. Roe, a dealer in farm implements has commenced to do business in Calgary.

R. McGee, Denzil, has sold out his retail implement business at that Western point.

C. J. McWirth has commenced to supply the farming communities around Mazenod.

A new firm to do business in Lensford is that of Campbell Bros., implement dealers.

Hull & Little is the name of a new implement concern who are doing business at Retlaw.

A. Nestrud, Denzil, has sold out his implement business at that point to H. A. Wensel.

W. S. Workman has sold out his implement business at Oxbow to a dealer named John Hurst.

A new company recently incorporated in Regina is known as Western Canada Steel, Limited.

C. T. Whinery, Bladworth, has sold out his implement business to a dealer named S. J. McCreary.

F. E. Wright, who carried on an implement business at Midale, have moved his stock to East End.

A new tire concern, recently incorporated at Winnipeg, is known as the Western Tire & Rubber Co.

J. L. McDougall, the popular implement dealer at Kipling, has opened a branch business at Bender.

Philip Humphries, Elfros, has sold out his implement business to an implement man named John McPhail.

J. N. Morrow has commenced to do business in Aneroid. We wish him luck in his venture at that point.

Kerr Bros., implement dealers at Wynyard, have dissolved partnership.

J. Mills has enlarged the business side of Fairlight by opening a retail implement store at that Western point.

H. Carnham is one of the latest arrivals to La Fleche, where he has opened up a retail implement store.

A new concern to manufacture machinery at Maple Creek is known as the Canadian Hunt Manufacturing Co.

Crockett & Blodgett have enlarged the business side of Limerick by opening an implement store at that centre.

A new hardware and implement concern, who are doing business at East End, is known as Wright & Jockling.

It is reported that the firm of Beischel & Rennebohn, Assiniboia, has changed the name of

the concern to Beischel Bros. & Baskerville.

J. McManus has bought out the implement business at Colgate formerly carried on by Kittleson & Simonsen.

A concern at Starbuck, known as the Starbuck Co-operative Society, are doing an implement business at that point.

Two implement men, named Heath & Reid, have taken over the business at Cabri formerly controlled by L. W. Lynch.

An implement concern recently commenced operations at Saskatoon. The interested parties are named Holland and Pierce.

H. P. Bole, who carried on a hardware and implement business at Elfros, has sold his hardware end to the Elfros Hardware Co.

Wilson Bros., implement dealers at Vegreville, have dissolved partnership. In the future A. W. Wilson will carry on the business alone.

Laingford & Bolster, Prelate, who carried on a hardware and implement business, have sold out their hardware stock to J. C. Evans.

We regret to report that H. B. Atkins, Didsbury, has suffered a considerable loss to his implement business through fire on the premises.

The firm of Douglas & Stewart,

implement dealers at Girvin, has been broken up. In the future Mr. Douglas will carry on the business alone.

Humphries Bros., machinists at Maryfield, are adding an implement line to their shop, as is also R. T. Whitely, a blacksmith at the same centre.

Guthrie & Russell, implement dealers at Verwood, in a fire that did considerable damage to that town, lost a good deal of stock in the conflagration.

Beam Bros., will erect a plant at Waterloo, Ont., to make threshing machines, engines and other farm implements. The firm is capitalized at \$40,000.

The International Harvester Co. will commence the erection of a large warehouse in Swift Current whenever the weather permits building operations.

Two new implement businesses are now in full swing at Meyronne. These are carried on by Dean Bros., and two partners named De Croux & Francois.

Grabinsky Bros. have enlarged the business side of Admiral by opening an implement business at that point. 'Tis a good name for business, anyhow, and should get some.

William R. Hughes has opened up an implement store at Cadillac, and in the same town another

firm to commence is that of Keller & Maize. Query; do they intend to sell corn planters?

Mary F. Darling—some sweet name—has commenced a harness business in Limerick. Surely we can find some implement dealer who would like to go into double harness with this "darling."

The retail implement trade has evidently got its eye on Pontieux as a good location. Two new firms, Dodds & Dickens and Charles A. Gillis have hung out their shingles lately at that centre.

The American Road Machinery Co., Goderich, Ont., have prepared plans for a new plant which they will erect at an estimated cost of \$90,000. Much of the machinery in the old plant will be used.

We recently had the pleasure of a visit from James Duncan, of the implement firm of Duncan & Cameron, Melita. Mr. Duncan reported business as quiet but prospects very good for the coming season.

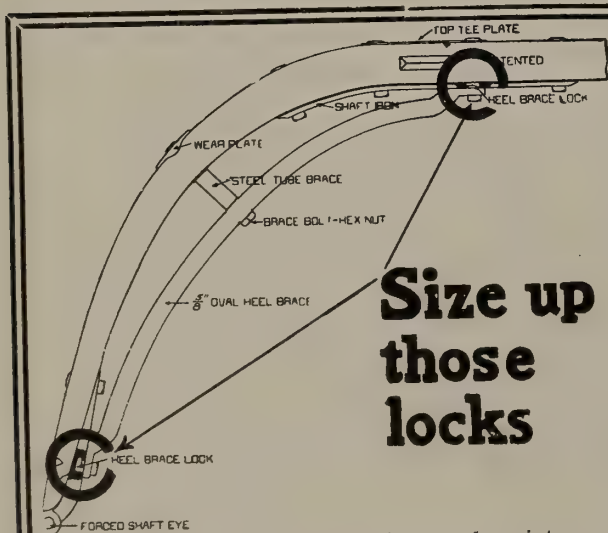
J. E. Ruby, general manager of the Frost and Wood Company, Smith's Falls, Ont., was a recent business visitor to Winnipeg. Mr. Ruby proceeded as far west as Regina on business connected with his company.

The town of Woodrow at present seems a Mecca for the implement fraternity, for recently at that center no less than three concerns opened up. Their names are: Crooks & Little, A. Linnell and A. W. Sabine.

David Drehmer, secretary and general sales manager of the John Deere Plow Co. Ltd., Winnipeg, accompanied by Mrs. Drehmer has gone south for a three weeks vacation. We hope to see him back at his desk with renewed vigor to face the busy season.

The firm of Dolter & Sweeney, Hazenmore, who carry on a hardware and implement business, have admitted W. J. Andrews as a partner in the implement end of the concern. In the same town it is reported that McCabe & Bristow, implement dealers are dissolving partnership, T. H. Bristow to carry on the business alone.

The town of Shaunavon seems to look good to a good few of the business men of South Western Saskatchewan, if one can judge by the number of new businesses recently started therein. In the implement trade we find W. J. Kellor, Mitchell Bros., and Loeppky Bros., late of Jansen and Herbert. Another implement man to break into the trade at that point is A. A. Hassard, of



**Size up
those
locks**

Why Should You Handle Twentieth Century Shafts? THE REASON WHY

Because any other type has weak points. The Twentieth Century has no weak point.

Look at it! Any willing eye can see and learn its safety and strength instantly.

A special shaft, if you please. Skeleton heel—brace of same bend as heel of shaft. And completely locked at each end, to both T plate and shaft eye.

That's it in a nutshell. Sounds sturdy and secure, doesn't it? It is that.

The weakness of other types: Well, a heel brace with merely lugs at each end is not safe. Nuts come off, you know. Not seldom—often. And without notice. Then look out for trouble with a big T. Heel brace, thus weakened, splits heel. Cold fact, that. No idle statement.

But Twentieth Century Shafts have locks—(locks, not bolts and nuts). These locks are forged at each end of heel brace. Result, perfectly safe. Notice also the lug in center of heel brace taking steel tube and bolt, a very rigid connection with heel.

Lock Heel Braces insure absolute safety.

Brace follows bend of heel, thus eliminates ungainly appearance of all other heel brace shafts.

Heel of shaft is rounded, both top and bottom—neat, tasteful, workmanlike.

T Plate and Double Corner Braces are pressed steel, one solid piece.

Construction of this Twentieth Century Shaft has eliminated all welds—no more trouble due to welds if you pin your faith to it. In fact, no trouble due to any of the weaknesses from which other constructions have suffered.

And don't let this escape you—the forgings on this shaft are all drop forged. Heel braces drop forged with locks at each end and lug in center.

FULLY LEATHERED

NEATLY PAINTED AND STRIPED

SELL WELL AND STAY SOLD

Supplied in Green, Black and Carmine, with or without Couplers. The Best Shaft at the lowest price sold in the West.

D. ACKLAND & SON, LTD.

Winnipeg, Man.

Vanguard, who has removed his business to Shaunavon.

D. B. MacLeod, sales manager of the John Deere Plow Co., at Saskatoon, has been transferred to the Winnipeg offices, Z. K. Carson, formerly sales manager at Winnipeg office being appointed to the post which he vacates. Previous to the departure of Mr. MacLeod from Saskatoon the office staff presented him with a purse of gold, N. O. Berve, manager, making the presentation, while J. B. Richardson, one of the old travellers at Saskatoon, handed over the purse. David Drehmer, secretary and general sales manager of the John Deere Plow Co., who happened to be in Saskatoon, in a felicitous speech commented on the happy relations that existed at the Saskatoon branch of the company.

Mistaken Identity

In Moline, Ill., there are two W. E. Taylors—but only one "Doc" Taylor, well known as the soil culture expert of Deere & Co. The second "W. E. Taylor" who is chief inspector in the Deere Harvester plant, was up in Lethbridge once, and very properly signed himself "W. E. Taylor, Moline, Ill." A few friends of "Doc" Taylor fell upon the register, and formed a delegation to meet the Doctor. He was brought to them.

"You're not W. E. Taylor, of Moline, are you?" was the first inquiry.

"Yes, sir," W. E. replied.

"But when the 'Doc' was sprung the atmosphere was cleared, and there was an enjoyable session, the visitors telling W. E. what they didn't know about the genial and universally known soil culture expert.

Some Practical Queries

Just by way of something practical, what do you do with the trade journals that come to your office?

Do you encourage your employees to use the technical books and reports in your office?

What do you do with catalogues and circulars from your competitors?

What records do you keep, and how are they analyzed and made available to those whom they would help?

Do you encourage your employees to make suggestions?

Do you encourage them to bring to your attention magazine articles and books that they read which contain valuable information?

What are you doing to develop

the intellectual, emotional, physical and administrative powers of your employees?

In short, how much are you doing to help yourself and your employees to learn the lessons taught by your own and their experience? To learn from the experience of other people?—Canadian Manufacturer.

Value of Tractors in Deep Plowing

The dry farming system, especially where deep plowing is to be done, suggests the use of the tractor, on account of the greater power and more rapid work required. We are, therefore, not dealing with the subject to be used in connection with horses or animal power. The power required to plow at a depth of 12 or 14 inches is about three times that required to plow at the ordinary depth.

The efficiency and value of the gas or oil tractor for plowing and farming generally depends upon three important results: First, cheaper plowing; second, deeper plowing, and third, plowing at the right season of the year.

So far we have dealt with the proposition from the dry farming system point of view, but the importance of deeper plowing in all grain sections where rain is usually adequate, cannot be disregarded and overlooked.

In the older farming sections of the central West where crops have been raised for forty, fifty and sixty or more years, the existence of this hard shell or plowpan just below the plow line is readily discernable, and in most cases very pronounced, and for three or four inches this subsoil contains all the fertility required for plant food, excepting it has not become aerated and never will until it is loosened up and made porous, says Prof. C. A. Ocock, of the Avery Company.

In early days the farmer used to object to plowing at a depth of more than three or four inches, claiming that the subsoil below was not tame, that is, it was similar to land in a wild state and would take two or three years after being turned before results would be noticeable on crops, and in some cases during the first or second year it was considered a detriment to the crops if this subsoil was thrown out on top by the plow.

The advantage of this system of turning the ground over in the bottom of the furrow and only allowing a very small portion of it to come near the surface is, the subsoil thus pulverized will receive and hold the moisture and

is made porous so that the air can supply the nitrogen in proper quantities. This gives, so to speak, a balanced ration for plant food, or more correctly speaking, enables the subsoil to absorb from the air the necessary elements to sustain plant life.

It may be stated that in this country the greatest drawback to the adoption of these well established methods of the European countries has been the lack of sufficient power and time on the farm.

Modern tractors have overcome this difficulty and it is now possible to plow at the right time, also deeper and cheaper.

Get the Advertised Goods

The retail dealer, to attain success should advertise, but beyond that should advertise the advertised goods. Get the reliable lines which are well known among the farmers of your community, the line which has a household name—be it buggy, engine, cream separator or plow. This acquired advertise the fact. Let your trade know that you handle the old reliable lines; keep them posted on the fact that they will find certain well known makes of implements at your store. There is no psychology attached to this kind of success seeking. It is plain horse sense. You recognize the fact that the manufacturer who consistently advertises in the farm papers keeps his goods before your territory, and raises enquiries among the individuals with whom you have business dealings. Consequently if they have these goods before them, and are aware, by your advertis-

ing, that you carry them, you are the obvious outlet for their purchasing value. Here is the secret of success in the business: Sell reliable makes, the kind of implements and machinery you know that you can recommend with absolute safety, giving preference to the leading and well-known makes in each line. Let the people know that you carry these goods by advertising that fact. Keep after the business every week in the year."

What One Clerk Can Do

There was a clerk, and the clerk was asked for an article that was not carried in stock. But the clerk said: "If you will leave your name and address, we'll order one, and have it sent to you."

The man left his name and address, and in due season the article was sent to him. The clerk had made several points:

He had made the store a profit on the article.

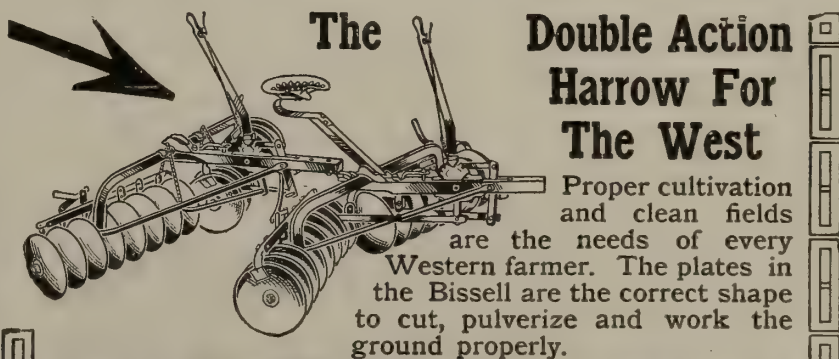
He had pleased and served the customer.

He had created a friendly feeling toward that store in the mind of a probable future customer.

He had obtained in a very legitimate manner the name and address of a consumer of what his employer sold.

It Pays no Dividend

Every business man can put a good deal more than work into his business, and can draw a good deal more than money out of it. Yet the only thing he can ever put into it which didn't draw dividends in fun or dollars is worry!



BISSELL DISK HARROWS

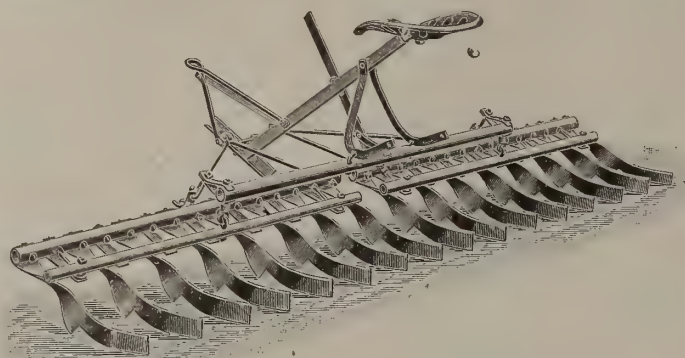
Simplicity of construction, every part built for business, proper balance and the knack to get right down to perfect work make the 'Bissell' ideal for Western farms. These double action harrows have one disk out-throw, the other in-throw, giving two full width cuts. Connect up 4, 6 or 8 harrows with engine power for a large complete Disking Outfit. Write Dept. E.

Manufactured exclusively by

T. E. BISSELL COMPANY, LTD., ELORA, ONT.

Write to any of the

Jno. Deere Plow Company's Branch Houses



"ACME" PULVERIZING HARROW

will fit the soil to bring forth the greatest yield on every acre your customer farms.

Soil mulched with the "ACME" Harrow in 1913 produced 120 bushels of corn to the acre.

In Saskatchewan the "ACME" Harrow was used to mulch soil that produced wheat weighing 71 pounds to the bushel, and a farmer in Alberta in like manner produced 107 bushels of oats to the acre.

The phenomenal yields occurred because the "ACME" Harrow left the subsoil thoroughly compacted and the top soil mulched to CONSERVE all the MOISTURE.

Write for exclusive agency to the

John Deere Plow Co.

Winnipeg
Saskatoon

Calgary
Regina

Lethbridge
Edmonton

MANUFACTURERS:

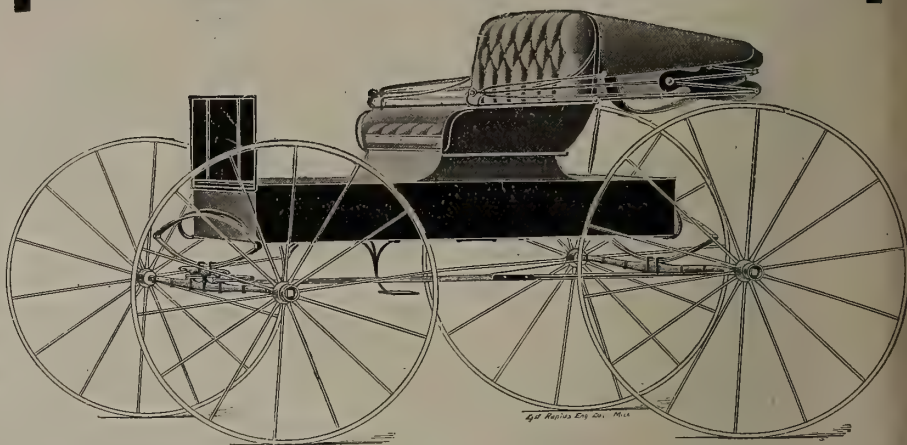
DUANE H. NASH

(Incorporated)

Box 307, MILLINGTON, N.J., U.S.A.

BROCKVILLE VEHICLES

The Very Best



GREATEST VARIETY

A certain style of buggy may suit one customer, while another requires something entirely different.

There is a big advantage in being able to offer a wide selection. It establishes confidence. Your customers know that you can supply just what they want.

The dealer who handles the "BROCKVILLE LINE" can offer a wider selection of high class carriages than any other dealer.

Light Runabouts

Open Road Wagons

Top Buggies

Democrats Surreys

Special Jobs

Delivery Wagons

School Vans

Pony Carts, etc.

FINEST DESIGNS

For novelty of design on no other line is there found so many attractive features. It is recognized that every new improvement which adds to the appearance or serviceableness of a buggy is first brought out on the Brockville Line. ALWAYS IN THE LEAD.

Selling the up-to-date line is what wins and holds the trade. With the Brockville Line you can offer your trade vehicles that are years ahead of any others.

Write us for our 1914 Vehicle Catalogue. Your customers will be interested in the vehicles illustrated.

John Deere Plow Co., Ltd.

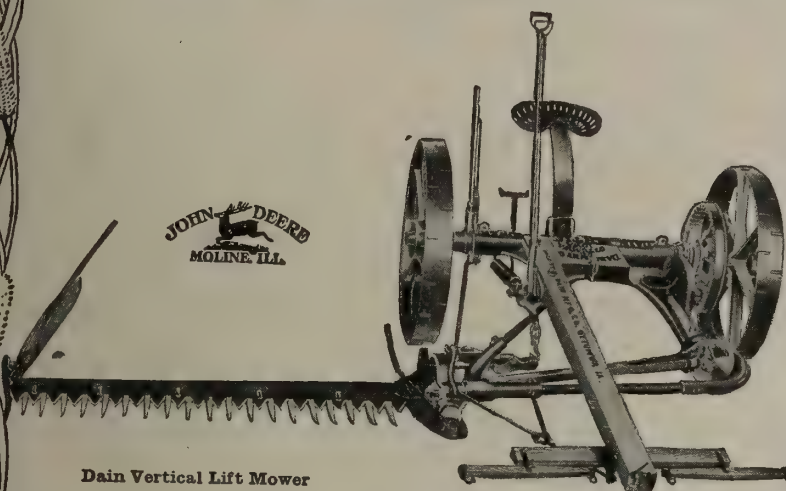
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Saskatoon

Calgary
Regina

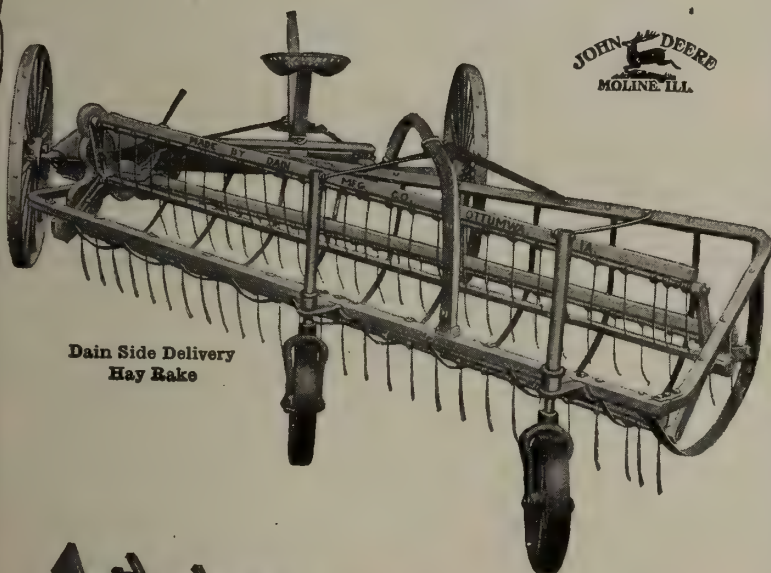
Lethbridge
Edmonton

DAIN

Hay Making Tools



Dain Vertical Lift Mower



Dain Side Delivery Hay Rake



Dain 8-Foot Hay Loader

DAIN

Hay Making Tools

EVERY time you sell a mower, rake or hay loader that gives entire satisfaction, you are doubly benefited—your customer is pleased and will come back for other implements when he needs them; he will also help you make sales to his friends and neighbors.

Back of every Dain implement is more than a quarter century's continued success, together with the reputation of all John Deere Goods—the best the market affords.

Dain Vertical Lift Mower

STRENGTH, ease of management, durability, light draft and superior cutting qualities characterize Dain Mowers. Frame made from one solid piece of iron. Only three pieces comprise the gear mechanism.

A coil spring working with the lifting apparatus makes control of the cutter bar either by hand or foot-lift very simple.

A small boy can easily lift the bar for turning corners or passing obstructions and can raise it to a vertical position for transporting without leaving the seat.

Dain Mowers cut easy and clean at all times.

Dain Side Delivery Rake

IT works around the field the same as a mower, gently gathering the hay into loose fluffy windrows through which the air can circulate freely. Hay raked with Dain Side Delivery becomes thoroughly air-cured and not sun-burned and discolored. None of the feeding value is lost.

Two swaths of hay are raked at a time. Two windrows may be laid together for convenience when loading with a loader. The raking is notably clean.

The reel on the Dain Side Delivery consists of three bars on which flexible teeth are mounted. It revolves slowly and uniformly. The teeth have a forward and upward movement which picks up the hay instead of dragging it along the ground.

Dain Side Delivery Rakes will not wrap or wind with hay. They will rake light or heavy hay equally well without picking up trash.

Dain Hay Loader

WITH a Dain Hay Loader, one man can easily load a wagon in a few minutes. The "force-feed" delivery pushes the hay forward on the load within easy reach.

Dain Hay Loaders enable the user to harvest his hay in less time with much less help.

All parts are hammock-mounted and slow-driven. Consequently, Dain Hay Loaders are light draft and easy to operate.

Being mounted on wheels lessens the draft. This, with many other light-running qualities, explains why the Dain requires less power to operate it and is the most popular Rake Bar Loader built.

Couples to any height of wagon without any adjustments. The ground wheels are set under the deck. Therefore, Dain Hay Loaders can be operated up close to obstructions and will gather all the hay cut by the mower.

As a chain is no stronger than its weakest link, likewise the implements you handle should all measure up to the highest standard—John Deere Implements have been the standard for more than two generations

John Deere Plow Company, Limited

Winnipeg Regina Calgary
Edmonton Saskatoon Lethbridge

Heat Treatment and Steel

At the present day there is no more common metal than steel, and its importance to the agricultural implement industry is almost impossible to estimate. Outside of the engineering profession very few men have any interest in steel—to them "steel" is "just steel."

Yet there is no metal where there are more types, qualities and classifications than are found in modern steel. A sales manager of the John Deere Plow Co., in a recent review, made some very interesting comments on the processes involved in the development of steel during the past decade.

Within the past decade there has been a silent, almost a secret, revolution in the procession of steel development. It did not begin in the steel mills, as might have been expected. It originated where most basic discoveries are made—in the laboratory of the scientist. And for the lack of a better name it is called heat treatment.

For hundreds of years steel has been accredited with very limited physical properties. Human requirements, however

were steadily growing while steel remained stationary. The problem of the metallurgist was to take the strongest metal known, and make it still stronger. Tests showed that small percentages of other elements, such as chromium nickel, tungsten, molybdenum or vanadium added to steel in the molten state, greatly increased its strength, hardness or toughness as the case might be. Herein we find the birth of alloy steels. Some of these steels, however, were too hard to be machined; others were strong at the expense of ductility, and all had disadvantages.

The next step was the application of the microscope, whereby the structure of the new steels was minutely examined under the lens. Certain structural conditions had to be changed, and heat was the only obvious means.

Tests proved the accuracy of this idea, and the basic fact of heat treatment had its being. In former days the blacksmith simply allowed his horseshoe to cool slowly in the dying ashes to make it soft; or dropped it into

a tub of water to chill its surface and render it hard. This was the primitive heat treatment, and was based on accident rather than knowledge. Now we have the laboratory with its scientific plant, its electric thermometers, called pyrometers, carefully heated furnaces and cooling baths of molten lead, oil, brine, acids and other liquids.

The ingredients of the steel are weighed and mixed with chemical accuracy, and out of this modern steel workshop comes a piece of steel that will bear the strain of 250,000 pounds to the square inch, five times as much as any steel known to our forefathers. A slender shaft of molten steel, heat treated to give it the greatest possible strength and toughness, goes into the modern automobile with the strength to transmit the power of a hundred horses. For the same power our forefathers would have used a bar three times as big, or roughly three inches in diameter. A certain type of modern alloy steel, treated by modern methods will, if in the form of a bar 29 inches in diameter, support the largest building in New York.

To develop the highest possibilities of a piece of steel for practical purposes four separate heat treatments, are required and each of these are made with mathematical accuracy. The coming of the modern automobile has done more than anything else to develop steel quality and strength, and toughness, hardness, resiliency and every other quality needful to mechanical success have been attained only by the study of the scientist and the research of the laboratory.

Profit in Tires

In the past we have commented upon the money that may be made by the dealer who handles a line of automobiles, and while many retailers may not see their way to embark in that side line they may profitably consider the sale of auto tires. The manufacturer is always willing to co-operate with the dealer to the fullest extent, furnishing advertising plates suitable for insertion in the local newspaper. In this line a considerable temptation exists with regard to cutting prices. The thrifty motorist is ever on the search for cheaper tires and he will visit different establishments in looking for the price that is lowest, quoting competitors in the good old time-honored method that leads to price-cutting. That is no way for any

man to sell tires, and they will not profit him if handled by such methods.

In connection with tire-selling a repair department is very valuable to any dealer. It helps him to hold on to his customers, and to incidentally build business. Motor tires are a good feature as regards window display, and a good tire selection will always attract the eye of the autoist. There are instances of implement dealers in medium-sized towns who have done well in the tire handling business, for this is the most costly point of upkeep in the automobile, especially in districts where the roads are not of the best quality.

Collections—Good or Bad

Collections good, collections bad. What a wonderful difference it makes to the business man which of the foregoing expressions correctly describe the condition of his cash account, and what an immense difference it would make with general business conditions did the first always fitly describe the exact situation. Any clear-visioned man knows that the collection department of any business is the most vital to the real welfare and success of said business. Every dollar in uncollectible accounts is a mark of discredit to the management, as well as a loss to the business, and the more there are of them the greater the liability that the business itself will be wound up in a bankruptcy court. It is easy to put out merchandise on open account, but not so easy to sell goods so that you can in all cases get your money for them. The very best time to make a collection is when the goods are sold. Over-anxiety to increase the sales is the rock on which many a business venture has been wrecked. Fifty per cent of the tough collections are the results of ill advised, badly managed sales. On the other hand, it is true that no matter how careful a salesman may be, or how shrewd a credit man is, some slow and doubtful accounts will creep into the very best regulated business.

An Australian Harvester

A mammoth harvester machine is being tested on Australian wheat fields. From a Sydney illustrated press account it appears that it strips 60 acres per day, the engine consuming only three-fourths of a gallon of kerosene per acre, which works out at 16 cents per acre.



"Maltese Cross" Non-Skid Tires



**For Gripping Qualities this
Tire has no Equal.**

**On any kind of Surface
It is THERE
GOING and COMING.**

Ask The User.

Gutta Percha and Rubber Limited

WINNIPEG

Not in any Trust or Combine

CALGARY

Binder Twine, 1914 Prices

On March 2 the International Harvester Company announced its prices for 1914 binder twine, and a week later, on March 9, the Plymouth Cordage Company gave its quotations. The International Harvester Co.'s prices, f.o.b. Chicago in less than carlots, and with a discount of one-fourth cent for carlots were as follows:

I H C Prices

Standard and sisal, 500-ft. ...9c
Extra Manila, 550-ft. 9½c
Manila, 600-ft. 11c
Pure Manila, 650-ft. 13¾

Comparing these figures with the 1913 quotations we find a reduction in price of ½ cent on 500 foot, 1 cent on 550 foot, ¼ cent on 600 foot; while 650 foot is an advance of 1¼ cents over the 1913 quotations.

The Plymouth Cordage Co., North Plymouth, Mass., gives the following prices on twine in lots of less than 10,000 lbs., with the usual reduction of ⅛ cent in 10,000 lbs. lots, and ¼ cent in carlots.

Plymouth Prices

Sisal, 500-ft. 9c
Standard, 500-ft. 9c
Extra, 550-ft. 9½c
Superior, 600-ft. 10¾c
Premax, 650-ft. 12c
Pure Manila, 650-ft. 13¾c

A slight decrease is shown upon comparison with last year's prices in the standard and sisal grades, 500 ft. being ½ cent lower; Plymouth Extra, ½ cent lower; Pure Manila, ½ cent higher. The Premax, 650 ft. twine, introduced for the first time last year, has dropped ¼ cent per pound.

Comparing the prices of the two big twine producers we find that the 500 and 550 ft. standard and sisal are the same, as are the extra 550 ft. quotations. The I H C price of 11 cents on the 600 ft. length is ¼ cent higher than the Plymouth schedule, while their 650 ft. pure Manila twine is ½ cent higher.

In addition to the twines listed in the foregoing schedule, the harvester company will have a limited supply of a twine made from istle and sisal, the mixture containing about 15 per cent of the Yucatan fiber. A small quantity of this twine was made last year at the St. Paul plant, which formerly was utilized for the manufacture of flax twine, the latter having been abandoned by the company, temporarily at least.

Istle is a Mexican fiber, similar to sisal but shorter.

Owing to the geographical locations of the districts where

istle is produced, which are more affected by the revolution than is Yucatan, there is much uncertainty regarding the supply of the fiber. If the amount can be produced, however, the St. Paul plant will produce about 5,000 tons of the istle-sisal twine, which the company calls St. Paul standard. This twine, it is stated, will be 8¾ cents.

U. S. Implement and Twine Exports

The U. S. Department of Commerce recently issued their official statistics showing the exports of agricultural implements for the year 1913. The total for the year was \$35,453,643, as against \$41,436,327 value exported in 1912. All separately classified implements, except threshing machines, hay rakes and tedders, suffered a decline, but the principal falling off was in the exports of harvesting machines. The exports of binder twine for 1913 were 91,963,699 pounds, valued at \$8,012,513. The exports for the preceding year were 121,373,362 pounds, valued at \$8,350,279.

A Good Trade

Away down in the mountain regions of Kentucky, the inhabitants have no use for expensive divorce proceedings, and they put a valuation on the feminine sex that would make Mrs. Pankhurst toss a fit. A hunter who had for several seasons visited the same district on coming to a familiar cabin seemed to see a change in the lady of the house, who sat on the step, barefooted, of huge proportions and smoking a pipe. He turned to her better half and said:

"Why Mr. Lotts, I did not realize that your wife was so big—I thought she was a thin woman." The old man put his hand to the side of his mouth and said: "Smith, I reckon you're thinkin' of the t'other one. That 'un was a powerful worker, but she was thin es a fence rail, but you know I traded her 'n a rifle for this 'un an' a coon dog—an' 'fore God, Smith, I jes wish you could see that coon dog."

Removing Carbon Deposits

When removing carbon deposits from cylinders with a scraper, great care should be taken to see that the surfaces are not marred by the tool, which generally is made of very hard material. It is not a hard job to loosen the carbon and the less force that is used the better it will be for the cylinders.

A Real Asset



Now that twine prices have been announced, there's every reason why the dealer who has not arranged for his supply should do so.

There are three questions to consider in deciding what brand of twine to handle: will it give the customer good value, is it easy to sell and will it *stay* sold?

Plymouth Twine

The Kind That's Always Good

answers "yes" to all three questions and in no uncertain terms.

The steadily increasing use of Plymouth in the face of keenest competition is sound proof of its value. Its well-known high quality and the effective advertising we furnish free to Plymouth dealers make it the easiest of twines to sell. The resources and the policy of this company insure the up-holding of Plymouth quality—make it certain that Plymouth will *stay* sold.

The opportunity to sell Plymouth is an asset which any wide-awake dealer can speedily develop into a permanent, profitable business.

This year, Plymouth Extra (550 ft.) offers especially fine value. Write to our distributors for information about this and other grades of Plymouth Twine.

PLYMOUTH CORDAGE COMPANY
NORTH PLYMOUTH, MASS.

Canadian Distributing Agents

W. G. McMAHON
Representing Lindsay Bros.
WINNIPEG, MAN.

HOBBS HARDWARE CO.
TORONTO, ONT.

Every Plymouth dealer means a dealer satisfied with his twine connection.

The Intangible Value of Print

Too few men in the implement business consider the importance of print in relation to profit. The value of print, in ratio to its cost, proves that it has a greater return dollar for dollar than any other class of expenditure. One of the first principles of every good salesman is to present quality, utility and value to the customer before discussing the question of cost. It is an axiom that: "the thing which produces most results costs least."

Consider, for instance, the sign over a dealer's place of business. It may be, let us say, "John Jones, Dealer in Farm Implements." Let us assume that the carpenter and the sign painter charged \$50 for its production. It is a good sign and justifiable expenditure, but yet compare its value with \$50 worth of advertising in the local paper, or \$50 spent in circular letters to the customers of John Jones, or \$50 spent in any form of good publicity. The sign, of necessity, can only be read by those who come to look at it. To see it a man must leave his home and travel a varying distance, according to his location.

The printed matter, on the other hand, travels over the entire circulation of the local newspaper, or reaches the hands of every customer on the mailing list of John Jones. That is where the mail order house gets its trade. It thoroughly realizes the value of print, and spends hundreds of thousands on catalogs which have a value of 25 cents or over each. These distributed it draws a steady revenue from thousands of people who never entered its door, never saw the street upon which it stands.

Say you pay a printer \$50 for doing so much work for you. What do you pay for? Paper, ink, thread or wire, typesetting, presswork, proof reading, the making of half tones, etc. That is all that you pay for, but the work has beyond the mere me-

chanical side a variety of intellectual value, according to the skill and care with which it is prepared. The printer is only a vehicle whereby you transmit your personality to your customers.

Printing is your travelling representative. It speaks for you, acts for you, sells for you. It has a value found in no other class of merchandise, a recurring value such as no other purchase has. You buy one pair of shoes, and they wear out, they are finished. But by means of printed matter the shoe manufacturer sells thousands of pairs of shoes.

Personally, or through an agent, you can only meet so many men in a day, in a month, and the fact that you must travel to meet these prospective customers costs money. On the other hand, as a selling agent, printing can cover more territory than can any man, and with the absolute minimum of expense. Here is where the catalog concern can afford to give away 25 or 50 cents worth of printing for nothing.

Through the intangible qualities of ink and paper you can use argument, demonstration and persuasiveness. You can embody in print every quality of the best salesman who ever toted a grip to the depot.

Say that you spend \$100 in buying goods for your store, or in paying the monthly salary of one of your employees. True it is for value received, but consider that value against the advertisement or letter which secures a customer who patronizes your store year after year. The money he spends in one purchase may cover a hundred times the value of the phase of publicity which first attracted him to your place of business. Never overlook the intangible value of print, nor grudge its apparent expense. Dollar for dollar it costs less than anything else—return value considered.

But recollect that print has

only a value in so far as it bears correctly the description, argument, persuasiveness and salesmanship which the purchaser desires. He, if he be the writer, must realize that he must initially sell in words before he can sell in actuality. Here then lies the importance of giving thought and care to every letter, advertisement or pamphlet by which you intend to benefit by the intangible value of printed words.

Investigating Your Territory

How much would every implement dealer value the data if he had before him a list of what every farmer in his trade territory required in 1914. Even if he had a good percentage of the needs of his community—to approach more closely the possible—would he not feel that the future was a pretty good looking vision? Yet to acquire such information is by no means as impossible as many may think. It is quite within the bounds of reason to plan and carry out an investigation that will give you just these facts and it is the man that goes after them in the right way who wins out in the retail trade.

The biggest men in the advertising and manufacturing business are realizing more and more that they cannot gauge the demand by merely sitting at their desks. They find that theory and statistics won't work out, therefore they realize the necessity of going right into the field for a first hand investigation. There they meet the people who will purchase, learn their lives and habits, their needs and future requirements, their tendencies and view points, and in the latter lies a great key to future sales. If this procedure is essential in large business methods it is as necessary for the retail merchant. He has a better chance than has anyone to know the needs of his particular community and if he does not attempt to do so he cannot blame the mail order house because it gets and holds the trade of so many of the farmers in his territory. The farmers' needs and the needs of his womankind are a great potential trade that awaits development through investigation.

Henry Ford—Engineer

One of the most remarkable men in America to-day is Henry Ford, the man from whose brain emanated the first cheap yet serviceable automobile. His profit sharing scheme with the workers in the Ford plants has raised more talk than the greatest advertising scheme ever pulled off by humanity. Business men, economists, socialists, each according to his views, damns or criticizes this action on the part of Ford, yet his explanation is typical of the man in its quaint whimsicality. He says: "It's just a matter of selfishness. I want to enjoy what money I have in my life time. The only way I know of enjoying a large sum is to see that it does the greatest good to the greatest number. I believe that every man who does his share toward making a business profitable should share in the profits. Also we get increased efficiency. A man does more efficient work when he is well paid; it is a good business principle to see that all employees are making enough to live on in comfort." From proprietor of a small cycle repair shop to head of a mammoth organization—this requires a man of more than average personality. Let us look at Henry Ford as the writer has seen him in his own factories. A slightly built, intensely active man of fifty, with an income of \$10,000,000 a year, yet living in a modest home on his 2,000-acre farm. He has but two servants, and drives around in one of the cheapest makes of cars produced in his factories. Every day you'll see him go through the huge machine shops, often in the overalls of a mechanic. He is his own chief designer and chief engineer. Show him a lathe, milling machine, grinder, drill or shaper, and he will throw on the belt and operate the machine as well as any machinist in his factories. Here is a distinct personal feature in the man. The kings of the automobile world are rarely mechanics; the man who designs and produces does not usually have the public

"ASPINWALL"
POTATO
MACHINERY

Absolutely
—the Best

CUTTERS-PLANTERS SPRAYERS
DIGGERS SORTERS

Aspinwall Manufacturing Company

WORLD'S OLDEST AND LARGEST
MAKERS OF POTATO MACHINERY

GUELPH, ONTARIO, CANADA.

prominence of the man who markets the product. Hugh Chalmers is a great salesman, a great advertiser, yet he is just a quiet little Scotchman with a genius for finance and organization. Henry Ford is the reverse. Give him the calculations that appertain to change speed gearing, or the computation of horse-power, and you interest him. He has a mathematical brain, not a financial one. Office management, finance and lengthy balance-sheets he leaves to others. Once his accountants protested to him about a \$75,000 dividend cheque which had not been deposited; he had forgotten about it, and, after reflection, pulled it, soiled and crumpled, from a pocket in his suit of dirty overalls—value \$1.50.

Profit sharing is not new in the Ford factories. For years each employee has received 5 per cent bonus at the end of his first year, 7½ per cent the second year, and 10 per cent every year thereafter. These figures are calculated from his yearly salary. The plant has its own hospital, six first-aid stations, with 28 doctors and many trained nurses in charge. Efficiency is the keynote of the Ford factories. What is efficiency? It means this: To pay \$12,000 for a machine to bore holes in motor casings, but that bores holes in 45 casings at once. It means 10,000 mechanics, and each a specialist at his type of work. It means the production of two cars, in running order, but without the bodies, every minute. It means that every part can be made from the raw material and a complete car assembled in 2½ hours! Henry Ford owns 55 per cent of the capital of the concern. In 1903 he organized it with only \$100,000 capital. The seven stock-holders last year divided \$25,000,000 between them.

To the business specialist Henry Ford is an anomaly. He

will not increase the capital stock faster than the profits—so as to conceal the enormous earnings—yet he reduces the price of the product to the consumer and divides the profit with his workers. What, then, is the man? Simply an engineer instead of a financier; a man with views regarding the distribution of wealth which would make a Wall street broker go crazy. A friend of Fra Elbert Hubbard, and a partner in his peculiar philosophy. But beyond all a manufacturer—not of securities or watered stock—but of automobiles!

Catalog of Minneapolis Threshing Machine Co.

We recently received from the Minneapolis Threshing Machine Co., West Minneapolis, Minn., their annual catalog for 1914. This publication is artistically made up and the many photographic reproductions of units of the Great Minneapolis Line are of a high standard of excellence. Many of the views of steam and gas tractors, separators, etc., are portrayed in their natural colors with very fine effect. The publication embraces steam traction engines, gasoline tractors, self-lift engine gang plows, power plowing outfits, threshers and separators, self-feeders and stackers, etc., etc. Special attention is directed to the special boilers for steam engines, made to the rigid Canadian provincial requirements. A series of views show many of the component parts of the tractors, clutches, drive wheels, etc., also section views of the motors and skeleton frames

and driving gears complete. Details of the engines, separators and plows are clearly and tersely given. The entire publication is of the usual high grade maintained in the publicity work of the concern, and it should prove a valuable addition to the library of all interested dealers.

Saving Teams at Harvest

Every harvest more farmers use an engine to drive the binder, leaving the horses nothing to do but to pull the machine. It saves horse flesh, for two horses can pull the binder, if necessary. It makes it possible to keep going all day long without a stop, increasing the cut 15 or 20 per cent and to cut in a wet field or in heavy and tangled grain. The sickle never stops. There is no backing up for a fresh start.

The lightweight Cushman engine for all power purposes, made by the Cushman Motor Works, of Canada, Ltd., is often used for this purpose. The 4-h.p. weighs only 190 lbs., being light enough for all light work as well as grinding and heavier work. Every harvest the company has telegraphic orders for hundreds. There are many dealers who may be unaware that the Cushman engine can also be used for gen-

eral power work as well as for practical attachment to the binder.

Man-Power and Horse-Power

From experience with tread mills in British prisons we know accurately the mechanical equivalent of hard labor. It is a climb of 8,640 feet each 24 hours. If the average weight of a man is 150 pounds, he can do approximately 1,200,000 foot-pounds of work each 24 hours. A horse-power for 24 hours is approximately 48,000,000 foot-pounds. It would require 40 men to yield a continuous horse-power, and their wages would be \$80 per day, or \$28,800 per year. An electric motor to do the work of 40 men would consume not more than \$180 worth of electricity per annum, and in many cases the bill would be very much less on account of better rates. It is therefore obvious that men were never intended for use as generators of power.

These comparisons should appeal to the implement dealer, as well as the electrician. If you get the farmer to realize the waste of man power you can assuredly get him to eliminate it by the purchase of horse-power in the shape of an engine.

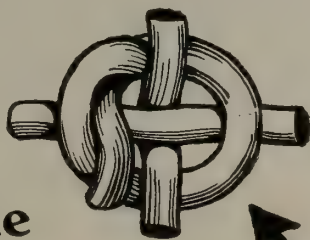
No Side Draft

Genuine Gregg Eveners are made in sizes for 2, 3, 4, 5 and 6 horses, for gang and sulky plows; for wagons, manure spreaders, grain drills, etc. Your customers want the Gregg Eveners; are you prepared to supply them?

Write us today for catalogue and full information, also for list of Jobbers selling these eveners.

Gregg Manufacturing Co. Ltd.,

Winnipeg - - Man.



The Leader Lock

a strong talking point

FOR THE SALESMAN

The Leader Fence has an important selling feature in its Lock joint that makes selling easy for the agent.

You can make big money with the Leader in your district. Get the Agency at once. Write us today.

Anchor Fence Co., Ltd.

Bacon & Henry Sts., Winnipeg
P.O. Box 1382

GRAND TRUNK PACIFIC

Easter Holidays 1914

FARE AND ONE THIRD FOR ROUND TRIP

Between all stations in Alberta, British Columbia, Manitoba, Ontario (Ft. William and West), and Saskatchewan.

GOING DATES

Thursday, April 9th, to Sunday, April 12th, inclusive.

Final Return Limit, Tuesday, April 14th, 1914.

Apply to Grand Trunk Pacific Agents and Train Agents for fares, reservations, tickets, etc.

W. J. QUINLAN,
District Passenger Agent,
Winnipeg, Man.

Western Buildings, Massey - Harris Co.

On this page we illustrate two of the new headquarters of Massey-Harris Co., in Western Canada, these being the offices and warehouses at Calgary and Swift Current. The photographic reproductions give some conception of the substantial and commodious quarters which have been erected for the business of

tion for the business of the Massey-Harris Co. in South Western Saskatchewan.

Tools as a Side Line

The modern farmer is constantly on the alert for labor-saving devices, for up-to-date tools and appliances that will in

quality needful for the individual. The mechanic who is constantly handling chisel, saw, hammer or boring brace must necessarily have tools of only first class quality. Only such tools will stand constant usage and give satisfaction. The householder, again, only does a few repairs occasionally, and a tool of slightly inferior grade is quite suitable for his needs. The farmer requires medium priced tools that will give good service yet stand a fair amount of abuse and rough usage, for he does not willingly pay the high price necessary for high grade tools. In selling to the farmer judgment is essential, handling tools which are neither too high in price nor so cheap that they are of inferior quality and poor lasting capacity. The line carried should be carefully chosen so that no dissatisfaction can possibly occur. In this, as in all else the ultimate satisfaction of the purchaser is the most important factor. The market may be flooded with cheap tools floridly advertised, yet the merchant by handling goods of quality can establish and maintain a trade superior to that possible by any

capital is a drag on any business, but if the tools are judiciously chosen it will be found that their movement is brisk. It is advisable for a commencement that the dealer buys and stocks small quantities only, increasing his stock as necessity arises, but always having a sufficient variety to attract trade. The scope of such a line is practically unlimited, covering as it does the many tools which are necessary on the modern farm, and the dealer is well acquainted with the tools which the farmer is most liable to need in the day's work. As a line the tool business has much to commend it to any dealer and in localities where a general hardware store does not do business it is found to be of the utmost profit to the implement retailer.

The Value of the Employee

When they think of the way they are miserably underpaid it might be well for some clerks to figure out for themselves just how much they are worth to their employers.

It would cause them to see



New Offices and Warehouse Massey-Harris Co. at Swift Current, Sask.

the company at these points. At Calgary the office building is 40 x 88 feet, four stories and basement, with a warehouse adjoining 80 x 106 feet. Both these buildings are of brick and stone construction, with concrete foundations. At the Calgary branch splendid shipping facilities are provided, and everything possible has been done to ensure good service to the customers of the company in that district.

The Massey-Harris headquarters at Swift Current are built on the same substantial lines as the Calgary office and warehouses. The office building is 42 x 83 feet, and the warehouse 77 x 91 feet. Both blocks have three stories and basement and are of the same building materials as the Calgary edifice. The branch at Swift Current, serving as it does a wide area of large trade potentialities should be a valuable factor in storage and shipping accomoda-

any way assist him in what would otherwise be laborious work. While a multiplicity of lines is not to be advocated in the implement business, there are locations wherein the retail dealer may advantageously adopt a tool trade. The tool manufacturer has catered well for the farming communities, producing tools best adapted for farm work, and such as especially appeal to farmers. Such tools have a great potential value as a side line for the dealer. As in any class of salesmaking, the tool trade should only be pursued by a man who is thoroughly conversant with the quality of his goods. It is not sufficient to retail a soft chisel or hammer, or a saw of inferior quality, for such goods leave for any retailer an unenviable reputation in the minds of his customers.

There are, however, distinct classes of tools as regards the



Calgary Headquarters Massey-Harris Company

low and sensational bargain line.

When a farmer wants tools he wants them to stand the work and to do it as expediently as possible, and the surface qualities of polish or gilt paint do not attract so much as many may imagine.

In handling a line of tools, variety must necessarily be the chief factor, and possibly no class of goods lends itself better to window or show case display than small tools. In installing such a line care has to be exercised, for tools run into money very rapidly, and a merchant can readily tie up too much money in this class of goods. Such dead

this feature in a new light, increase their efficiency, perhaps, and at least let them understand what the employer has in his mind when he can't see his way clear to raise their salaries, or either says or implies that they are not worth the money they are getting. If a clerk is getting fifty or sixty dollars a month, and requires much watching by a seventy-five or hundred dollar man, how much profit is the employer making, and how much is the clerk actually worth? Were the clerk hiring help himself he would have to figure exactly that way.



Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order
Brandon Pump & Windmill Works

Brandon Man.



Winnipeg Engine Demonstration

Rules, Regulations and Particulars

As briefly stated in our March issue the Canadian Industrial Exhibition Association will hold, during the annual exhibition, July 10—18, 1914, an Agricultural Stationary and Portable Gas Engine demonstration. This demonstration, the first of its kind to be held in Canada, should attract the wide-spread attention of all manufacturers, of internal combustion engines, and also that of gas engine dealers throughout Western Canada. The demonstration should be of peculiar importance to the farmers of the West, since they will have an unequalled opportunity of seeing a large variety of different types of engines under working conditions. This should afford the prospective purchaser of a gas engine a great deal of valuable information regarding the size, styles, etc., most suited to his requirements.

From the standpoint of the manufacturer such a demonstration holds a great value in an advertising sense, and it is strange yet true that a great many engine manufacturers do not realize the vast area in Western Canada which affords a huge sales territory for the internal combustion engine. In the past the Winnipeg Exhibition has thoroughly analyzed, in an engineering sense, the possibilities of the tractor, both in plowing, economy tests and power development. The tractor, owing to many causes, has a restricted field compared with the stationary or portable engine from 3 h.p. upwards. It is needless for us, at this late date to enumerate the great adaptability of the modern gas engine upon the farm. Its practicability and dependability have been tried, and it is proven to be one of the most valuable mechanical assets the farmer can have at the present day.

The expense contingent with the forwarding of the tractor for demonstration and competition is very great compared with that of putting forward one or two engines of the sizes restricted by the rules given herewith. This in itself should assure a great number of entries at the Winnipeg demonstration this summer. Every live manufacturer will readily see that the publicity given to his product is of great selling value to him, and in this respect it might be well to state that during the seven days of the National Gas Engine Show, held at Kansas City last year, the 69 firms who exhibited

gas engines made sales, in that brief period, to the extent of over \$100,000.

Many implement dealers are alert to the profit which can be got by engine sales, yet there are many who have not yet had the initiative to successfully start this line of business. To the latter we can give no better advice than that they should make it a point to be present at the Winnipeg Demonstration. They will learn an immense amount about the possibilities of the sale of gas engines, and to every dealer it will be a revelation of a field so far only partially developed in a selling sense.

Canadian Farm Implements feels sure that the farming communities will take a great interest in the demonstration. It is largely a demonstration for the benefit of the farmer—an educative exhibition of the potentialities of the small power plant on the modern farm. The feed grinding test will appeal to every practical farmer, and the committee of stock experts will assure a thorough investigation in this side of the demonstration. The demonstration will be in charge of a

group of expert engineers, men qualified by training and experience to carry it to a highly successful culmination.

A scrutiny of the rules and conditions, and particulars of the tests, which we give herewith, will assure our readers of the nature of the demonstration. It must be understood that the demonstration is not strictly a competition. Careful tests will be made and data compiled which will serve as a guide both to manufacturer and to farmer as to the possibilities of the small gas engine on the farm.

RULES AND CONDITIONS

1. The exhibition is to include engines from 4 to 12 horse-power, inclusive, the advertised ratings of the manufacturer to be taken as a basis, except the judges should consider the rating incorrect.
2. All competitors whose engines score 75 per cent or more of the total number of marks will be awarded a diploma.
3. All entries must be accompanied by an affidavit that the information therein is true and that the engine in question is from regular stock and not built specially for the demonstration. A blue print or sectional cut of the carburetor must accompany the entry; also two copies of any literature used in advertising the engine.
4. Each entry will be allotted an official number, which shall be displayed by the engine at all times.
5. No firm or individual shall enter more than two engines, unless they be radically different in construction. Two engines of the same type may be entered, however, if they have a marked difference in cylinder dimensions.
6. Should the judges find the entry inaccurate in any particular, they may

at their discretion rule the entry off the demonstration floor.

7. The fuel will be furnished by the Exhibition Association at current prices at time of the demonstration.

8. Each firm shall have one man to direct their interests and with whom the judges may confer.

9. One operator only will be allowed with the engine while tests are being made and no other person will be permitted about the engine except the judges and observers.

10. The belts and other equipment will be furnished by the contestants. Each engine will be furnished with a standard revolution counter. Each engine shall be supplied with a fuel tank and piping for same, so that the fuel used may be placed on a set of scales while the tests are being made.

11. Each engine must, during tests, use the muffler that is regularly sold as part of the equipment.

12. All engines must be on the grounds ready for tests by noon, July 9th.

13. All entries must be made on or before June 1st, 1914, and on the official entry form, with all data filled in accurately, and accompanied by an entry fee of \$20.00 for each entry.

14. If so desired, an engine will be tested with two different fuels. An additional fee of \$10.00 will be required for the extra official test.

TESTS

15. The tests will comprise a brake test, a feed grinding test and such additional tests as the judges may deem essential.

16. The engines will be tested in any order that may seem desirable. The exhibitors will be given one hour's notice as to when to be ready for a test.

17. Any engine failing to complete any test will be ruled out.

18. Contestants shall be prepared to remove engine parts for inspection, using standard equipment only, and to do any other work that may be necessary to make a complete comparison of the engines and inspection of parts.



THE
Manitoba
LINE



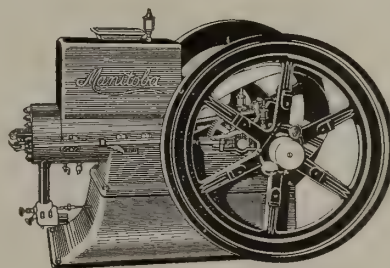
Creates a Demand through Merit

Engines, all types, Windmills, Floor Grinders, Sawing Outfits, Saw Frames, Geared Pump Jacks, Pumps

Windmills in all sizes for Power or Pumping

Our Windmills are made with all steel towers and in sizes from 8 to 14 feet. Manitoba Windmills have demonstrated by their merit that they are, beyond all, the Windmills for the West.

Manitoba Floor Grinders are made in 8, 10, and 12 inch sizes, with concave reversible plates and end thrust bearings. They are the grinders for your customers.



Gasoline Engines, all styles, 1½ to 40 h.p.

Built for Service

The dealer who sells our goods sells satisfaction and service. The Manitoba Line, therefore, acts as a trade builder for you. Made in the West for the Western dealer, they will bring you profit and repeat orders. Write to-day for agency terms and full particulars.

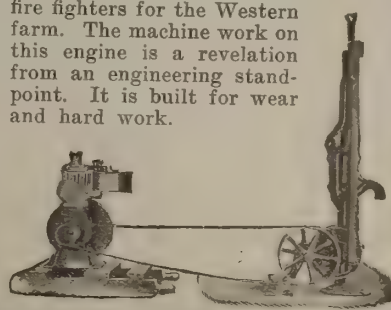
Manitoba Engines
LIMITED

Calgary BRANDON Saskatoon

Manitoba Engines have been on the market for years and have proven their lasting qualities by the searching test of time. In design and mechanical structure they are unsurpassed for Western needs. Their sale brings trade to the dealer who handles them.

Manitoba Farm Pump Engine

These engines are of auto design, 3½ inches by 3½ inches, with air cooled cylinder, running at four to five hundred revolutions per minute, developing 1½ H.P. They are specially built by us to suit Western climatic conditions, and are the ideal fire fighters for the Western farm. The machine work on this engine is a revelation from an engineering standpoint. It is built for wear and hard work.



19. The **BRAKE TEST** shall consist of a one-hour economy test. During this test the engines are to run at their greatest load consistent with economy.

20. Competitors will be allowed thirty minutes after the previous engine has left the brake to line up to the brake, to try out the engine and to state the amount of load they wish to carry. After the operator has stated the load he wishes to carry the observer will keep the brake as near that load as possible during the test, and no change will be made.

Careful measurements of the fuel and water used will be taken and the condition of the engine noted.

21. The **FEED GRINDING TEST** will consist in running a grinder of a size suitable to the engine. A record will be made of the feed ground and fuel used; also the condition of the engine. Engines of the same power will operate the same grinder.

A competent committee of stock men will determine the degree of fineness at which the feed will be ground; which will be made a standard and tested with standard sieves.

22. The Association will arrange for grinders and attendant in connection with the engine test. A new set of burrs will be used for each test.

23. **DESIGN AND CONSTRUCTION.** Under this head will be considered the protection of the working parts; materials, durability, and accessibility of all parts, such as valves, ignitors, and bearings; ease of manipulation, such as starting and stopping and the general handling of the engine.

24. **GENERAL.** It is to be expressly understood and agreed by the manufacturer that the engines entered in the competition are of the same material and construction as those he is selling in the open market. Only such speeds will be allowed during the tests as are

used under ordinary working conditions. The judges may limit the speed of any engine or grinder when they deem it necessary to a fair test.

25. The competitors, upon being given notice of the testing of their engines, are to make all arrangements for water, belts, setting and lining up engines, etc., so that as little delay as possible may result.

26. **DEDUCTIONS.** Before the demonstration begins, the judges shall draw up and post a list of deductions which can be taken from the total score of any entry for the following reasons: Hot boxes, excessive vibration, excessive oiling of engines, variation of speed, changing of load in brake test, unnecessary adjustments of mixer during tests, and adjusting bearings.

Promotion for I H C Agent

After twenty-nine years of service in the harvesting machine business, J. A. Everson, who for the last six years has been general agent for the International Harvester Company of America at Indianapolis, Indiana, has been promoted to the position of General Assistant to all the District Managers in the Chicago office. Mr. Everson will make his headquarters in Chicago, but his field of activity will be the entire United States.

Mr. Everson's promotion is another example of the civil ser-

vice theory which has become a part of the I H C organization advancement. He began in 1885 as a stenographer for James B. Heywood, at that time general agent for the McCormick Harvesting Machine Company at Indianapolis. His rise from there was rapid, as eight years later found him appointed general



J. A. Everson.

agent at Cincinnati. From there he went to Columbus, Ohio, and in 1908, upon the transfer of W. H. Dillman, he was put in charge of the I H C branch house at Indianapolis. He has just completed celebrating his twentieth year as a general agent. He will be succeeded at Indianapolis by J. W. Wisheart, who has been general agent at Terre Haute, Indiana. The Terre Haute position will be filled by W. W. Taylor, who for many years was assistant general agent to Jim Gardner of Louisville and New Albany, and who for the last year

has been assistant for J. H. Darden at Nashville, Tennessee. His long experience eminently fits Mr. Everson for the important position which he now occupies.

Will Manufacture Shock Loaders

The Stewart Grain Shocker Co., of Xenia, Ohio, has been incorporated with a capital stock of \$50,000. The originators intend to instal a plant for the manufacture of the Stewart Shocker, which was invented by J. G. Stewart, of Monmouth, Ill. This machine, it is stated, attaches to any binder and takes the place of the bundle carrier. In demonstration, it is claimed, it will make over a hundred shocks of wheat in rapid succession.

Goodison Thresher Works Burned

On March 17 the works of the John Goodison Thresher Co., Sarnia, Ont., suffered a disastrous loss by fire. The damage is stated to be in the neighborhood of \$250,000, and a large number of threshing outfits, part of the winter production, were destroyed. The fire originated beside the storage sheds, heavy smoke and flames rendering the saving of the machinery a difficult and dangerous task. It is stated that the insurance will amount to \$83,000, but the conflagration will in no way interfere with the production of the plant during the spring.

Mr. Dealer
There is nice money to be made by handling
Luther Tool Grinders
Equipped with Dymo Grit sharpening wheels, 10 times faster than Emery. Will not draw the temper of the finest tools: 32 styles, all sizes. Write for Catalogue No. 29.
Manufactured by
Luther Grinder Mfg. Co.
Milwaukee, Wis.
Sole Representative
Manitoba & Saskatchewan
A. W. Johnston, 66 Notre Dame Ave. E., Winnipeg

Luther Hummer Grinder No. 271

Live Implement Dealers can secure our Agency Contract.

Our liberal contract means big profits and our extensive advertising campaign will make many prospects in every district.

Prompt payments and fair adjustment of all claims made in the past have won for us much favor, and policies can be easily closed.

Be a big money maker this year and secure policies for

The Canada Hail Insurance Company

AND

The London Mutual Fire Insurance Company
Of Canada (Established 1859)

To insure your customers is to guard your collections. In this way you reap a two-fold benefit.

Write us to-day for full particulars while your territory is still open.

Matthews, Wrightson & Co. (Canada), Ltd.

GENERAL AGENTS.

720 Union Bank Building, Winnipeg, Manitoba

WARNING!

Take no chances with an unknown line, but handle the
Raymond Sewing Machines
Raymond Superior Cream Separators
Peerless Incubators

Cut Out and Send to Us for Particulars

Name

Address

Three Famous Old Reliable
Canadian Lines

Long Terms. Reasonable Prices.
Big Profits.

The Raymond Mfg. Co.

(OF GUELPH), LIMITED

80-82 Lombard St., Winnipeg.

Seed Time and Drill Sales

We have only to look back to the old system of broadcast sowing, with its uneven and unsatisfactory results, and realize the value of the modern seed drill. The uniformity of the modern drill, and its capacity for covering large areas with an even crop warrant its praise as one of the most valuable implements ever devised. There are still, however, thousands of farmers who do not realize the value of the drill, nor the enormous benefits which it brings them. Now is the time for every implement dealer to make his customers recognize the fact of the value of drills, and the importance of their having the most modern types. It has been proved a hundred times that the additional field and superior quality of grain sown on only 40 acres of land will more than pay for the cost of the drill every year that it is used.

Many dealers do not pay enough attention to their drill sales, and with no class of machine can more powerful selling arguments be put forward. Let the dealer make a special effort during the drill season to increase his drill sales and to push drills in every possible way.

Farmers' Machine Co. at Kerrobert

The Farmers' Machine Co., of Melville, Sask., have made arrangements for the erection of a building 100 x 150 feet in Kerrobert. The local organ makes the following announcement regarding this company:

"The firm buy their machinery from independent manufacturing concerns in the United States and Canada, and claim to be able to deliver any machine or imple-

FRAZER AXLE GREASE.



Not affected by Heat or Cold. Highest Awards at Centennial, Paris and World's Fair.

MANUFACTURED BY FRAZER LUBRICATOR CO., FACTORIES: ST. LOUIS, NEW YORK.

NICHOLSON AND BAIN, Agents, WINNIPEG, MANITOBA.

ment at a reduction of from twenty-five to forty per cent. on the regular price.

"They are also installing an oil and a gasoline tank, and will supply coal oil and gasoline at from 25 cents to 30 cents per gallon.

"The company is selling stock in the district, and we understand has placed more than the required amount. They require the placing of at least 40 hundred dollar shares before they will locate in a district."

The claim in the first paragraph, while questionable, will doubtless influence the sons of the soil, yet that forty hundred dollar shares are the acidity in the grape of this local supply of cheap implements.

Creditable Comparison

In considering the statistics of the world's wheat production, Canada has no need to blush, although it must be said that we can still greatly improve on farming methods. In the United States the highest average wheat yield was attained in 1912, when the record shown was 15.9 bushels. In 1913 this dropped to 15.2 bushels per acre, and for the last ten years the average yield per acre in the

U.S. was only 14.3 bushels per acre.

In 1913 Canada produced an average of 21 bushels to the acre, or more than five bushels above the yield of our neighbor to the south. Yet we are not leading in what could be done when we look at the following yields in 1913: -Germany, 35 bushels; France, 20 bushels; Italy, 18.1 bushels; the Netherlands, 34 bushels; New Zealand, 31 bushels. Let us stringently follow the best methods of seed selection and treatment, the most approved systems of soil treatment and cultivation, and we can still advance our position among the wheat raising countries of the world.

Read at Leisure

Do you ever take your trade paper home? Try reading it in comfort and leisure, instead of giving it a mere hurried glance during the pressure of business at the store, and then laying it aside for the incidental future reference that may never be made. It will give you a worth-while thought now and then; certainly keep you in more intimate touch with the field where your interests lie, and possibly suggest effective plans for a profitable business campaign.

A New Oil Engine

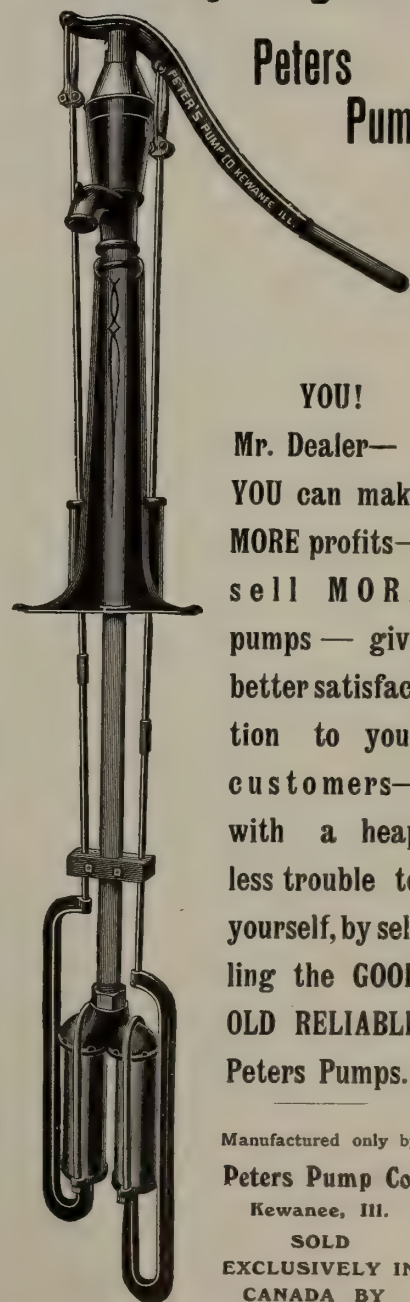
Marshall Sons & Co., Saskatoon, are placing on the Western market a new type stationary engine of the semi-Diesel type. This engine, which uses low grade oil is expected to be very adaptable to the needs of West Canadian engine users.

New Tractor Co. for Minneapolis

The Simplex Co. has been organized in Minneapolis to manufacture and sell a small tractor for farm use, G. H. Wilson being manager. Mr. Wilson was formerly business manager of the Pioneer Tractor Co., Ltd., Calgary, and is well fitted for the post. The company is not yet ready to manufacture the tractor, but expect to be ready to make shipments about the commencement of summer.

The Only Original

Peters Pump



YOU!

Mr. Dealer—
YOU can make
MORE profits—
sell MORE
pumps— give
better satisfaction to your
customers—
with a heap
less trouble to
yourself, by selling the GOOD
OLD RELIABLE
Peters Pumps.

Manufactured only by
Peters Pump Co.
Kewanee, Ill.

SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope-Anderson Co., Ltd.

Winnipeg, Regina, Calgary, Saskatoon, Brandon, Swift Current, Yorkton, Lethbridge.

14 Years A Dealer But Finds No Better Fence Than PEERLESS

Read This Letter

Forestville, Ont., Jan. 13, 1913

The Banwell-Hoxie Wire Fence Co.,
Hamilton, Ontario

Dear Sirs:—I have been in the fence business for the last fourteen years putting up fence for farmers and have erected as high as four thousand rods per year. I have put up a good many different makes of fence but can positively say that "The Peerless" has given the best satisfaction taking into consideration even wire, no slack wires, no wires breaking, no wires rusting, and fence holding its tension which keeps the fence tight. "Peerless Fence" that I put up six years ago with posts thirty feet apart is tight and free from rust and does not sag.

Truly yours, E. G. Hooper

He's but one of the thousands of satisfied Peerless dealers—satisfied there's no better, no more profitable, no bigger producer of return orders than Peerless Fencing. His Peerless Fence agency is one of his biggest assets. If you had it you would say the same.

Peerless Farm Fence

is made of Open Hearth steel wire—heavily galvanized in such a thorough manner that it will not flake, chip or peel off. The wires are tough, elastic and springy and will not snap or break under sudden shocks or quick atmospheric changes. The joints are securely held with the "Peerless Lock" which will successfully withstand shocks and strains and yet, it can be erected on the most hilly and uneven ground without buckling, snapping or kinking. We also build a full line of poultry fence, ornamental fence and gates.

We Offer You This Coveted Agency

If you are located in our unassigned territory, we want to offer you the selling rights for this remarkable fencing. We want to add you to our list of satisfied, money making agents. We have a very attractive agency proposition. Want it? A postal brings it. Write today—now.

Banwell-Hoxie Wire Fence Co., Ltd.
Winnipeg, Manitoba
Hamilton, Ontario



Display Your Wagons

How many dealers give their wagon trade a proper opportunity to develop? Away in some corner or storage space you find the wagons hidden so that no one can see them. Buggies or other goods may be advantageously displayed, but the wagons or sleighs are usually kept in the back-ground. If the dealer visited a wholesale house and saw one or two ill-kept specimens he would not be greatly impressed, yet he does not consider that his store may have a like effect upon the farmer. A farmer who had driven twenty miles to buy a wagon was asked by a traveller why he did not go to either of the two dealers in his nearest town. He said that he had called on both dealers but thought little of their samples. One dealer had a

lone sample set up, thickly covered with dust. The other also had only one sample in view and that was set up mostly for the purpose of displaying an end gate seeder. They did not in either case look tempting so he took his trade elsewhere. A good display of wagons will build sales, and will have the best possible effect on the man who is after a wagon. The dealer may argue that such a display necessitates space, yet it is justifiable and will repay the room taken up.

However well known a wagon may be the farmer likes to look it over and to see it ready to run out after oiling. To see the goods in a knocked-down condition does not influence sales for the best at any time, and the average man likes to see what he is buying. Sales are often lost by the mere fact that the farmer

did not care to wait until such time as the wagon could be set up for his possible approval.

The Utilization of Straw

The Regina City Council have at present two good industrial propositions under consideration.

One aims to utilize the flax straw for the purpose of making twine, etc., the other to use all kinds of straw for the manufacture of briquettes for fuel. It is claimed by the promoters of the briquette company that sufficient straw is wasted within one hundred miles of Regina to manufacture a million tons of straw briquettes of an equal calorific value to that of good anthracite briquettes, and the results have been equally satisfactory.

A ton of briquettes, it is

claimed, would not exceed \$3.00, so that if this project finds practical fulfillment a great reduction in the price of fuel may be expected in Saskatchewan.

Plows in the Parlor

It is a well known fact that farmers do not give proper care to their farm machinery. It is seldom that a farmer who is too careful is heard of, but such a man has been found near Ft. Wayne, Ind., and his carefulness has been made the cause for a divorce action brought by his wife. She charged that her husband insists on keeping the plows in the parlor, the corn planters in the kitchen, other farm implements in various rooms, and grain under the bed. She said her husband feared the machinery would rust in the barn. The court has not yet rendered its judgment on the case, which probably will act as a precedent on the care of farm implements.

Only an Expert Need Apply

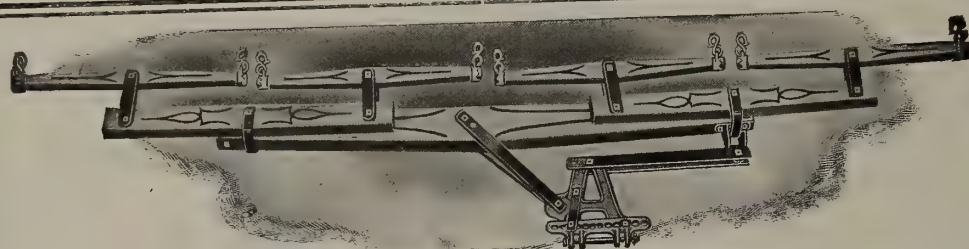
Edith and Flora were spending their summer vacation in the country.

"Do you know," said Edith, "that young farmer tried to kiss me. He told me that he had never kissed any girl before."

"What did you tell him?" asked Flora.

"Why," replied Edith, "I told him I was no agricultural experiment station."

Many a good man has run aground on a bar—and not a sand-bar, either.



Special 4-horse Heider Gang, Sulky and Disc Plow Evener

HEIDER EVENERS have been on the market for over 12 years. They have often been imitated but never equalled. The Heider special 4-horse plow evener, as illustrated, works four horses abreast on gang, sulky or disc plow: one horse in furrow, three on unplowed ground. We also supply 3, 5 and 6-horse Heider eveners.

Supply your trade with the famous

Heider Wagon Sets

Each set includes one doubletree, two singletrees and one neckyoke. We ship all orders for six sets in a strong crate, giving full protection in transit. Weight, complete, 225 lbs. Neckyokes 40 or 48 inches.

Heider Eveners are made by expert workmen, are of the best material and fully guaranteed.

Write us for full particulars on any item in our comprehensive line. Our goods build trade through repeat orders.

OUR LINE INCLUDES

Feed Cutters (seven styles) Pulverizers Boss Steel Harrows
Farm and Bush Sleighs Bevel Jacks Whiffletrees
Harrow Carts Warehouse Trucks Wheel Barrows
Wood and Pole Saws Roller Crushers Root Pulpers
Grain Grinders Horse Powers Boss Wood Harrows
Light Delivery Sleighs Channel Steel Harrows

WE ALSO / The Janesville Gang, Sulky, and Walking Plows, Disc
HANDLE: Harrows, etc., also Repairs for all Moline Implements

John Watson Mfg. Co.
LIMITED

CHAMBERS AND HENRY STS., WINNIPEG

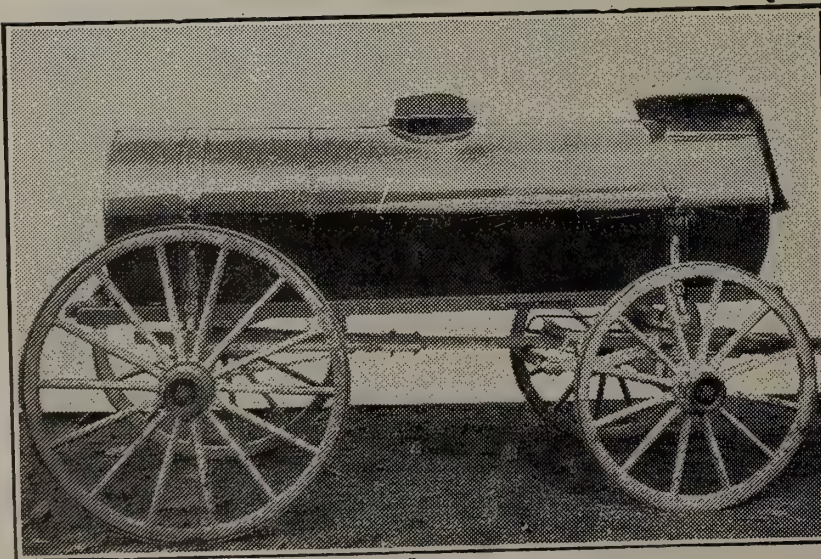
If it's a
Tank—
We make it!

Your customers want our
unequaled

**STEEL STORAGE
and WAGON TANKS**

for Water, Oil or Gasoline.

Increase your trade by
investigating our product.



Western Standard Oil and Gasoline Wagon Tank—Style B.

Western Standard Steel Tanks

You can sell none better. Made of high grade sheet steel; perfectly riveted seams. High grade workmanship throughout.

Our reasonable prices and discounts mean money for the dealer. Write today for full particulars and special terms.

RED RIVER METAL COMPANY, WINNIPEG 51-53 AIKINS STREET

International Harvester Tractors are Tractor Salesmen

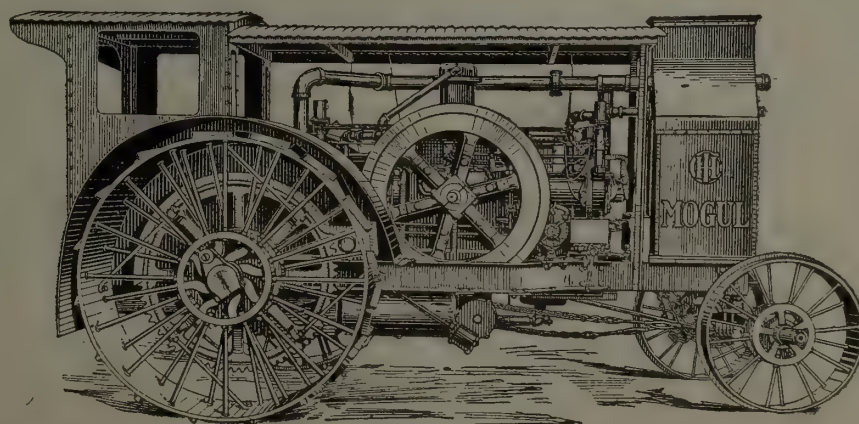
MAKE your tractor sales easy and your tractor profits sure by selling International Harvester Mogul or Titan Oil Tractors. Each International Harvester tractor sold is a tireless booster for future sales.

A little judicious work on your part, a close study of the local situation, the planting of a few helpful suggestions, a thorough study of your tractors to enable you to meet arguments, and tractor business is sure.



The beauty of tractor business is that, once started, it usually comes fast. International Harvester tractors demonstrate quickly their labor-saving and money-making qualities. When a wideawake farmer sees his neighbor getting ahead of him, he develops an active interest at once.

If you haven't already started your tractor campaign, now is the time, which means the earlier the better. If you want the line that insures the greatest return for your work, get into communication with the nearest of the branch houses listed below.



International Harvester Company of Canada, Ltd.

WESTERN BRANCH HOUSES

Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.;
Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

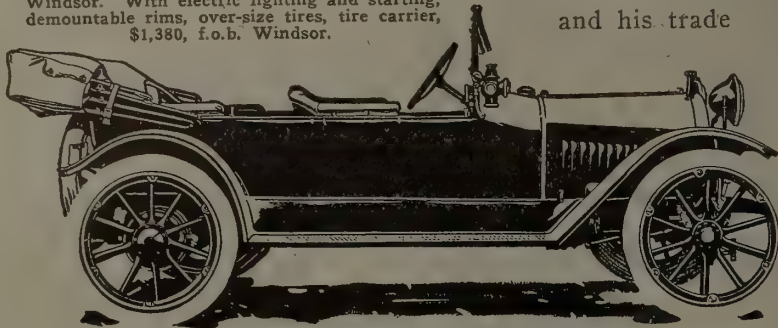
The Car
for the

Hupmobile

Farmer's
Family.

Touring Car, regular equipment, \$1,230, f.o.b. Windsor. With electric lighting and starting, demountable rims, over-size tires, tire carrier, \$1,380, f.o.b. Windsor.

The Car for the Dealer
and his trade



Is there any real reason why the farmer should prefer the Hupmobile to some other car? We are convinced that there are a dozen such reasons.

Almost every automobile maker tells you in a general way that you ought to buy his car. But we want to go further—we want to tell you why we believe your choice should be a Hupmobile.

We are convinced, and we are sure you will convince yourself, that it is especially suited to the needs of a farmer's family.

One of the prime reasons why it is so suited is the low cost of repairs. Hupmobile records for five years prove that positively. They show every dollar's worth of repair parts sold to dealers and consumers.

And on an average mileage of 5,000 miles per year to each car, the repair cost per mile per car is so amazingly low as to be almost unbelievable.

It amounts to 27 mills per mile—27 cents for every hundred miles. Facts and figures on this subject will be sent you on application.

A Hupmobile farmer almost invariably gets longer tire wear. He gets it because Hupmobile solid steel construction is still light construction.

The tires wear longer, moreover, because of the steady impulse of the long-stroke engine—less snubbing and rubbing and jerking and jolting.

That long-stroke engine alone is one of the dozen reasons for owning a Hupmobile in preference to any other car.

Another mighty practical reason is the high price which the Hupmobile commands as a second-hand car.

People don't give more for a used Hupmobile than they do for other cars of the same price without sound, sensible reasons.

It's especially suited even to unimproved roads—because it's light, though staunch, and skims the rough places.

It's a family car because of these things—a farmer's family car, because it isn't a luxury but a downright saving.

It's good-looking. It's different. There isn't a cheap thing in it. We can—and will in other advertisements—give you other excellent reasons.

Joseph Maw & Company WINNIPEG MAN.



We handle the
DOWAGIAC DRILL

and can supply your
requirements in either

**Single or Double Disc Machines
or Repairs Right from Stock**

THE NORTH AMERICAN MACHINERY Co.

Sutherland and Higgins Ave., WINNIPEG, Manitoba

Long Distance Phone: Main 5036

Do Your Customers want every Kernel?

Many farmers harvest unprofitably simply through continually wasteful methods. The leaks may be minute or glaring—yet they quickly transform profit into loss. There is only one way in which your customers can eliminate leakage and the high cost of harvesting, and that is by using a

— STEWART — SHEAF LOADER

The average stooker won't tie up loose bundles—which lie on the field, so much wasted grain. Add this waste to the stooker's wages, his board, the extra teams and their feed, and you will not wonder that your customers lose money. Educate them to the fact that the STEWART SHEAF LOADER runs light, cleans up every stalk around the stook and leaves a nice clean field. Show them how to nearly reach their ideal of "every kernel." Get them to stook straight, use close racks and save grain. The STEWART SHEAF LOADER WILL DO THE REST.

It is the friend of every thresherman and farmer, and it is your business to educate them as to its possibilities.



You cannot do better than to get acquainted with the Stewart Sheaf Loader NOW. We cannot handle late orders satisfactorily, so write for full information to-day.

The Stewart Sheaf Loader Co., Ltd.

804 TRUST AND LOAN BUILDING, WINNIPEG

CANADIAN FARM IMPLEMENTS

Vol. X., No. 5.

WINNIPEG, CANADA, MAY, 1914.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00.
Per Copy, 10 cents.



UNION BANK OF CANADA

Established 1865

HEAD OFFICE - - - WINNIPEG

Paid-up Capital..... \$ 5,000,000
Reserve Fund..... 2,400,000
Total Assets, over..... 80,000,000

Hon. President—WILLIAM PRICE
President—JOHN GALT

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This Bank, having over 310 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

Winnipeg, Main St. Branch: D. M. NEEVE, Mgr.; Portage and Garry Branch: F. J. BOULTON, Mgr.

BRADSTREET'S

Established 1849 Capital and Surplus \$1,500,000

Offices throughout the civilized world. Correspondence invited

Executive Offices:

346 & 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA:

Halifax, N.S.; Montreal, Que.; St. John, N.B.; Hamilton, Ont.;
Ottawa, Ont.; Toronto, Ont.; London, Ont.; Quebec, Que.;
Calgary, Alta.; Edmonton, Alta.; Vancouver, B.C.

C. G. SCHAFFTER, Supt., Commercial Travellers' Building,
WINNIPEG, MAN.

The Watson Line Leads to Repeat Orders!

It includes goods that will please YOUR customers and add to your prestige. Variety, quality and worth. Write us for full particulars on any item. It will pay you.

Feed Cutters (seven styles) Farm and Bush Sleighs Boss Steel Harrows 1/2 H.P. Engines Pump Jacks
Roller Crushers Wheel Barrows Grain Grinders Root Pulpers Harrow Carts Bevel Jacks
Wood and Pole Saws Boss Wood Harrows Light Delivery Sleighs Whiffletrees Warehouse Trucks
Barrel Skids Pulverizers Horse Powers Channel Steel Harrows Push Carts

Selling Agents in Manitoba for Standard Cream Separators and Gas Engines

WE ALSO HANDLE

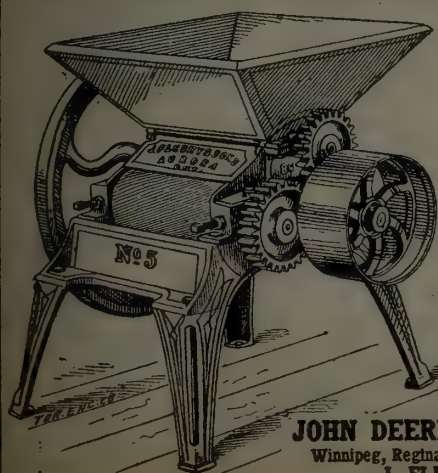
The Janesville Gang, Sulky and Walking Plows, Disc Harrows, etc., also Repairs for all Moline Implements

"No one can give you a better deal."

John Watson Mfg. Co.
LIMITED

CHAMBERS AND HENRY STREETS, WINNIPEG

Do Your Customers Waste Feed?



THERE are many of your customers, who have four or more horses, steadily wasting and losing their grain by not crushing or rolling it. This Roller Crusher may be run by a 2 or 4 h.p. or larger, Horse Power, Gas or Steam Engine, Windmill, Sweep or Tread Power. It will last years without ONE CENT of Expense. Your trade cannot afford to be without such a machine. Send for full particulars and information.

Medals and Diplomas, World's Fairs, Chicago and Paris.

Sole Agents:

JOHN DEERE PLOW COMPANY, LIMITED
Winnipeg, Regina, Calgary, Lethbridge, Edmonton, Saskatoon.
J. FLEURY'S SONS, Aurora, Ontario, Canada.

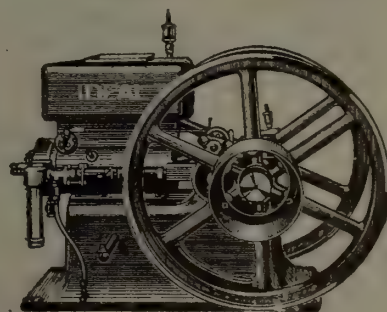
Goold, Shapley & Muir Co., Limited

Brantford Winnipeg Regina Calgary

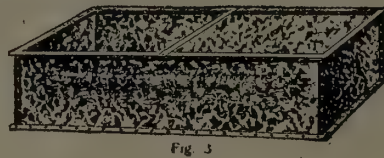
Manufacturers of

the most up-to-date line of:

Windmills, Gas and Gasoline Engines, from 1 1/2 h.p. to a 50 h.p. Tractor; Grain Grinders, Steel Pole and Wood Saws, Pumps, Tanks, Concrete Mixers, etc.



Information Cheerfully Given



HOW TO BECOME FIRMLY ROOTED

We are successful simply because our goods make us worthy of success. They win the confidence of the farmer, go farther than his expectations, do all and more than is claimed for them, and make good friends everywhere.

Do not delay, decide at once to handle our lines, or else some other wide awake agent will get in ahead of you and secure the exclusive agency in your town, then you will regret that you were so long reaching a decision. Why wait? Your work will be harder later on if you do not take the opportunity while it is open. Put your trade problems up to us. We have the organization to help you and you are welcome to use it.

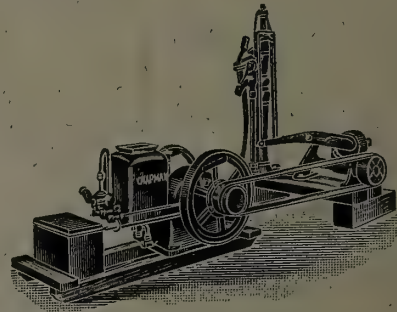
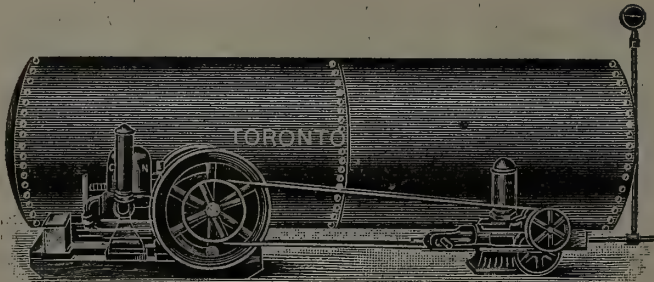
ONTARIO WIND ENGINE & PUMP CO., LIMITED

TORONTO

MONTREAL

WINNIPEG

CALGARY



Superior Construction—Unquestionable Quality

are represented by our lines. Straightforward business methods and strict adherence to the policy of giving every customer a dollar in value for a dollar in money, have developed for the EMERSON-BRANTINGHAM & TUDHOPE-ANDERSON LINES an increasing, dependable trade.

To increase May sales, write for our CULTIVATOR Catalog
Emerson-Brantingham and Tudhope-Anderson Lines

Emerson - Brantingham Implement Co.

Sole Canadian Agents

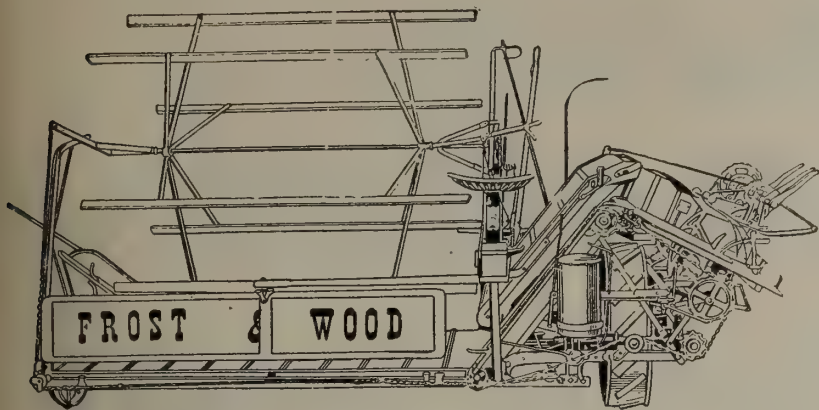
Tudhope-Anderson Co. Limited

WINNIPEG

REGINA

SASKATOON

CALGARY



FROST & WOOD BINDERS

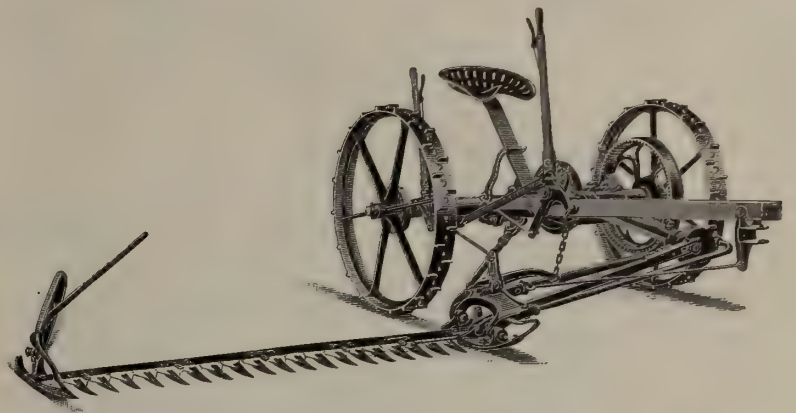
The result of 72 years of experience and research. It is a fast cutter, and a grain saver—the ideal combination for any farm.

The use of roller bearings make it speedy and easy for horses. The power-saving long-spoke sprocket drive for the knotter, compresses and ties the sheaf by added leverage, instead of by directly increased power. The Binder maintains high and steady forward speed instead of going fast and slow alternately as each sheaf demands extra power for the tie. This binder is easy to tilt, due to perfect balancing.

The wide range of Reel positions make it possible to lay all kinds of grain, long, short or tangled, evenly on the platform, so as to make a nice sheaf.

Three rollers in the top elevator canvas make the force feed, this is an exclusive feature on Frost and Wood Binders.

The simple knotter, the aligned main frame containing gear shafts and bearings, the strong main wheel, the tie by leverage, and the grain saving force feed elevator are all advantages that give Frost & Wood Binders a reputation for durability and sterling worth.



FROST & WOOD MOWERS

Seventy-two years of knowledge of what a Mower should be are built into Frost & Wood Mowers and you get the benefit in service. It always cuts. It is so constructed that there can be no slipping of cogs and wearing of teeth on gears, because both gears are turning in the same direction, and as soon as you start the team the knives start cutting. There is no lost motion, no jerks. The action is immediate. Cutter bar never chokes. All the power practically goes into making the cut, because the pinion shaft and transmission shafts that lead to the pitman are rigidly held in a one-piece main frame in perfect alignment.

Note the wide bearings for the cross shaft—part of the main frame. No possibility of springing or getting out of alignment.

A foot lift for ant hills lifts the knife and cutter bar clear to the full length of bar without effort, the team is not stopped nor are the hands taken from the reins.

Perfect mower action throughout. It covers the ground.

The Make that Standardizes ALL Others

For over 70 years Frost & Wood Farm Implements have been satisfying the farmers of this country by the quality and splendid workmanship that is put into them. We maintain and increase our sales every year. The dealer who takes the Agency for Frost & Wood Implements falls heir to the big profits accruing from the goodwill of the farmer toward Frost & Wood Machinery.

Sell
FROST & WOOD
Implements



Be a
COCKSHUTT
Dealer

FROST & WOOD RAKE

There is no equal to this rake in Canada. If you are in need of a rake, see this one and order early.

Made almost entirely of steel and is therefore very strong and light. It has a strong metal socketed, angle steel tooth bar, and large steel wheels, with wide staggered spokes set in hubs with wide bearings.

Teeth cannot sink at centre. Clean raking is the result. Truss prevents sinking. Teeth are made from a special quality of spring steel, tempered thoroughly to stand all strains. Teeth keep in line, metal sockets preserve position of teeth.

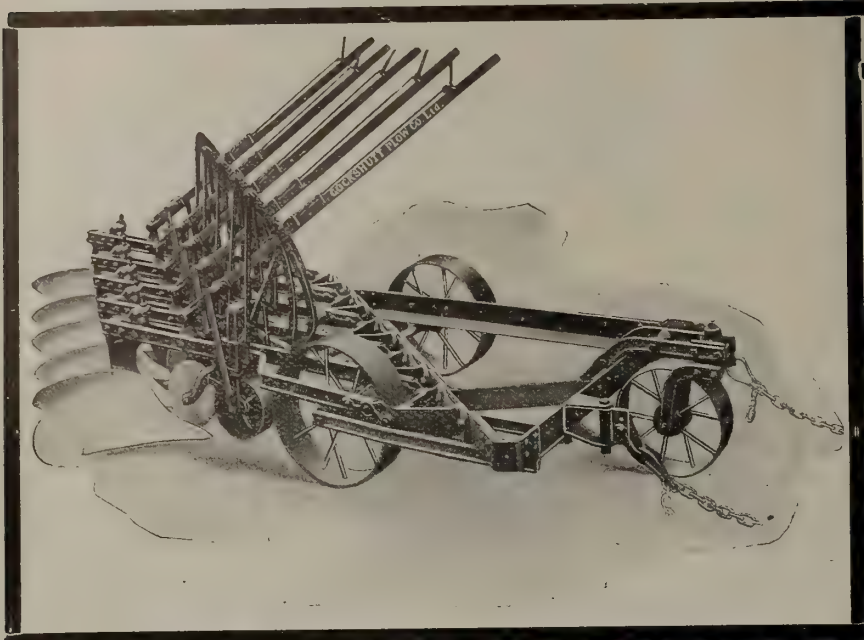
Big wheels allow high lift. Note the high clearance under axle. No better Rake made for bunching. It will last a lifetime.

Write for our Catalogue and go over the whole line of Farm Implements. We know we have just what you want.

Cockshutt Plow Company, Limited

Western Branches: Winnipeg Regina Calgary Saskatoon

Distributing Points: Red Deer Lethbridge Edmonton Brandon Portage La Prairie



Engine Gang Plows

Each bottom of a Cockshutt Engine Gang is flexible, and will adjust itself to the strip of land it has to cut. This means uniform depth of work and is accomplished by the now famous Cockshutt principle of "One lever to one plow." When the end of the furrow is reached, the operator easily raises the bottoms out of the ground, and he does it quickly and with little effort.

Note particularly, the extraordinarily strong frame construction. That guarantees the Cockshutt against warping under severe strains. Every part is built so it shall be just a little stronger than is absolutely necessary. And the straight beams insure perfect work by the bottoms—no chance for a beam to spring a fraction of an inch and throw the "suck" of one plow out of line with that of its neighbors.

Many more distinctive features about the "Cockshutt" are illustrated and fully described in our pamphlet entitled "Horseless Plowing." Get a copy of it to-day.

Engine Brush Breakers

Any man with scrub land to break owes it to himself to investigate the saving of time, labor and expense that this plow can make for him. It will clear land that no other implement will touch.

Its beam is well arched, its furrow wheel staggered and not cluttered up with a lot of toggle, so it will work in heavy brush without choking. We call particular attention to this feature of "clearance," as it is the rock on which many other styles of scrub breakers wreck.

The Cockshutt is easily handled and operated. Long, powerful levers adjust the plow for depth and width of furrow, and a broad-faced shoe carries it when moving from place to place. This shoe is doubly useful when a share has to be changed as it does away with all necessity of blocking up the landside.

Cockshutt Plow Co., Ltd.

Winnipeg Regina Calgary Saskatoon

Distributing Warehouses:

Edmonton Lethbridge Red Deer
Portage la Prairie Brandon

Cockshutt Engine Gangs

**Pioneers in the Tractor Plowing Trade and still the accredited Leaders—
Can you ask for better evidence in recommending them to your Trade?**

You don't need it.

The Cockshutt principles of construction appeal at once to an intelligent farmer interested in power plowing and the fact that each one sold has "made good" in every sense of the term, gives your prospect the necessary assurance that one will "make good" at his work.

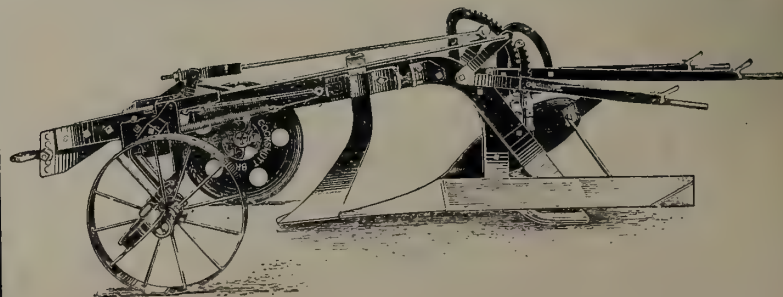
And for HIS work there is a Cockshutt Plow. You needn't endeavor to make his work fit the plow—for there is a Cockshutt equipment to suit all classes of land.

Supplied in either mouldboard or disc types and in sizes to work with any power equipment. Of the mouldboard types, with their "One plow—One lever" construction, a man can buy a size to meet his maximum requirements and raise one bottom at a time if hard ground or local conditions should demand it.

Mouldboard gangs are built in either Hand Lever Lift (like illustration above) or in Power Lift styles and in sizes from 3 to 14 furrows. Stubble, Standard Breaker or Rod Breaker Bottoms, with Rolling Cutters or Fin Cutters, comprise the equipment.

Disc Gangs are supplied in sections of 4 and 6 Discs and multiples of these can be made at will. The 4 Disc Section can only be used as a second section—it is not equipped to attach to Tractor.

Send for literature on this famous line of power plows. Full information and details gladly supplied.



CANADIAN FARM IMPLEMENTS

Vol. X., No. 5

WINNIPEG, CANADA, MAY, 1914.

SUBSCRIPTION PRICE IN CANADA { Per Year, 1.00
Per Copy, 10c.

Mechanical Cultivation in Europe

To every man connected in whatever degree with modern agriculture, the advance of mechanical cultivation is a thing that is of absorbing interest. In a few words one may outline the steps that have led us to the present systems of power farming as we see them in vogue today throughout the American continent.

The first attempts to use inanimate motors in farming date back as far as 1835, and ever since mechanical cultivation has been largely attributable to the general economic conditions that each year brought around. Increases in the cost of everything, greater demands on the part of the working classes, decrease in the number of draft animals and many other causes, yearly made it more essential to reduce the number of farm hands, and of animals which rendered necessary the attention of these hands.

The problem of the horse versus power has been threshed out by a multitude of writers, the whole question hinging on the theory that the energy expended by animal power must be returned to the team or teams in the form of food, even when they are not doing work.

Primarily it was thought to replace animal power by an inanimate motor which expended perhaps, on account of intermediary mechanism such as gears, pulleys, winches, wire ropes, or any other mechanical factors, twice as much energy as teams while only performing the same amount of work. The question was whether the inanimate power produced, let us say, 200 foot pounds at a lower cost than 100 foot pounds produced by the team. In brief, would it be possible to let the animals transform their mechanical energy into meat, milk or hair and hides, while the animals were (whether oxen or horses) replaced by hydraulic, electric, steam or gas power.

At first only steam cultivation

was thought of, and English engineers made attempts in this direction in 1835, in which year the wages of farm help began to rise. In 1862, the Royal Agricultural Society of England experimented with six different systems, organizing numerous competitions that cover practically every year from 1858 to 1871. In France we find that the question was taken in hand in 1850, and continued spasmodically in 1863, 1878, 1881 and 1901.

At present the systems of steam cultivation most widely diffused in England, Germany and Austria are these employing two powerful windlass engines, of high cost, these engines alternating in hauling the plow, each engine only working when the other one is stopped. This system of hauling the power plows back and forth is thought better for small fields in countries where small and intensive farming is common than would be the case in Western Canada where we have large areas to plow at one time and unlimited room for operation.

The system of two windlass operating engines was thought most practicable in France, and today we find sets of such machines belonging to associations of farmers or to plowing contractors. The latter settle only in localities where they have contracts for at least 1,250 acres to plow in a year. As we have found in power farming in America, the farmers of Europe are unanimous in their approval of even this unwieldy system on account of the rapidity with which the work can be done whatever the climatic conditions, for intense cold does not bind the earth as in this country.

The cost of fuel has been found to be the greatest drawback to this form of continental cultivation, even although pit coal only costs \$4.00 per ton in France; for the cost of transit of fuel, and the time necessary in changing the

engines from farm to farm, all tend to make this form of cultivation costly, coal delivered to the tractors costing from \$5 to \$8 per ton.

Again, the necessity of teams to deliver water and fuel has been a questionable economy in the scrutiny of the power problem by continental experts, even as it has on this side of the Atlantic.

The adoption of electrical energy was tried in France and Italy as early as 1879, and with fair success, while Germany has also experimented in electric plowing. Water power was used where possible to produce the electric energy, and the surplus power from sugar factories, distilleries and various types of factories was also utilized, the power being bought by neighboring farmers. Various farmers in Italy formed power associations, erecting power stations for their local use, and the results were satisfactory and economical in many districts.

At last the coming of American internal combustion engines, and the invention of others throughout Europe, led to a study of power farming as we look upon it in America; and various attempts were made in France to adopt the internal combustion engine to the plowing system previously mentioned with regard to two steam traction engines with a windlass attachment. Notwithstanding the favor in which these systems of steam plowing are held in England and the continent, the gas tractor appeared across the Atlantic between 1900 and 1904, the American product being the pioneer in this form of power application.

As late as 1910 we find a new model windlass traction engine being manufactured in France, which gave great satisfaction and economy in operation. This last engine, along with others of a like type, still holds its own in continental Europe, and possibly will

until the light gasoline tractor displaces it. While many American manufacturers have found a wide and increasing field for their products in Europe, there exists a strange unbelief in many parts regarding the stability of American made machinery.

In the last few years French farmers, and especially the vine growers who are obliged to purchase food for their animal power, have been steadily on the outlook for suitable motor power for vineyard cultivation, which opens a wide field for the tractor of small size and flexibility in operation. In the vine growing regions of Europe a great scope should be found for such machines, as these communities are progressive and up-to-date in adopting profitable machinery. In this respect, the various tractor trials and contests, which are yearly becoming more common throughout Europe, should prove a happy hunting ground for the manufacturer.

The Man and His Calling

Many men in other callings have looked with longing eyes, and finally projected themselves by various means into the retail implement business. Truly, there is no reason why a man who has been a good farmer, hardwareman or blacksmith should not develop into an excellent implement, dealer; again there are many who have entered the business without the necessary qualifications, ending in financial shipwreck, and it is largely owing to such men that the trade too often has levelled at it insinuations regarding the business capacity of those who handle farm machinery and implements. A poor farmer, or a bad blacksmith will not make a good implement dealer. A man who does not make a success of one calling usually does not shine in another, especially if he enter it without any pre-

vious business training in that particular line, or some latent business capacity adaptable to the circumstances of the business in question. An implement dealer first, last and all the time must be a wide-awake and progressive business man, and only by consistently adhering to a thoroughly sound policy, conducted on a proper business basis, can he hope to attain financial success. In actuality it is as necessary for a man to have experience in, or to serve some probation period in, the farm implement and machinery line as it is for the expert machinist or civil engineer.

The chances for success at the present time are a good deal better for the man who thoroughly studies the business of his adoption, since, unlike conditions twenty years ago, there are more men, more brains and more competition in every field of business endeavor. It is not so much a question of the amount of capital a man can embark in a business; it is more the brains, energy and determination he can display in his sphere of activity. Capital without brains is only another way of quoting the ancient adage anent the fool and his money. Brains without capital bear a large potential crop of possibilities. The modern implement business, like every other retail business, is not as soft a couch as it may appear, and it takes a man with a capacity for receiving hard knocks, and of optimistic courage, to go ahead in it at the present time. Calculating courage, business, shrewdness and constant study of conditions, go a long way towards success in retailing.

The implement dealer has to study the location best suited

for his purpose. Location in a retail business—the town, and the store location in the town—are as important as any question of stock in the starting of an implement business. The Romans coined a famous phrase regarding a man adapting himself to his surroundings, and the retail dealer has to study this constantly, or he will assuredly join the great army of those who appear under the heading “gone out of business.”

Bluff, like many chemical commodities, is excellent in the right place, and a retail business must always attempt to appear prosperous, whether it is or not. The death knell to many a retail establishment has been due to the fact that the public thought the concern was in difficulties. At times such impressions are born through the retailer making an unwise attempt to be over economical, and while economy is the greatest of cardinal virtues it can be carried to dangerous extremes in retailing. When a community come to the conclusion that a retailer is a back number, the time is nigh for the slow sad music and the putting up of the shutters. Good stationary, attractive bill heads, circular letters, consistent advertising in local organs, all these are very necessary expenditure, and do more than anything towards keeping the fact before the community that the store is headed by a live wire who knows his goods and gives good service. Discrimination in choosing stock is a point essential in the man who would attain success as a retail dealer, and he must be absolutely accurate in his knowledge of values and in adding to the volume of his stock when such is necessary. Overstocking is as bad as under-

stocking, but the great theme is to have the goods that sell in the vicinity. Corn planters are only necessary where corn is grown, yet, in this fundamental theory of suiting the stock to the district many retail dealers are singularly short sighted, or so the catholic chaos of their stock would lead the observer to assume. A man should always have a fair idea of his selling capacity and should restrict his stock to covering safely that quantity, while at the same time judiciously but consistently endeavoring to put forward innovations that have a tendency to supply local needs—which, by the way, are seldom recognized by a community until brought before their notice by an astute retailer.

The practice of knocking a competitor is as dead as the proverbial dodo. If you have to beat your competitor do so by your volume of business and the application of your ability, not by insinuations levelled at a flourishing competitor. History has proven that the public detest a knocker, and he who demeans himself by that method of conducting a business is sure to come out the loser. A hobo, as he attacks a free lunch counter, may jeer at Andrew Carnegie, but that fact does not worry the seer of Skibo. True greatness exists in large minded philosophy, and in giving to every man his due. It requires continual effort, continual study, and the trade paper lying unopened on your desk may contain the germ of a thought that will net you hundreds of dollars if put into practice. All the time, seed time and harvest, the retailer must keep on enlarging his trade possibilities, and seeking every way of increasing his volume of

business. A virile poet, Kipling, caught the crux of the whole thing in his versified story of an old shipbuilder's slogan: “It ain't a polished sermon; it's neither a motto nor text; you keep your light a-shinin' a little in front o' the next!”

Draught Regulators for Winnowing Machines

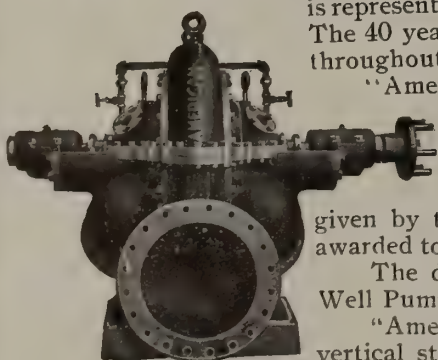
Recent trials in the machine testing station of an agricultural association in Germany, made upon draught regulation for winnowers, produces the following results: The uniformity of speed of the draught winnowing machines, especially those driven by hand, is only approximately attained; for this reason application of a wind regulator, which, within certain limits, almost completely does away with the effect of the inconstant number of revolutions, is to be considered as a useful improvement, all the more so as it increases the price of the winnower by only about \$1.20.

The writer, after describing the apparatus and its working, reports upon the experiments and their results, according to which the greatest deviations from the wind velocity obtained by 42 to 50 revolutions per minute were from 2.75 to 49, according to whether the wind valve was closed or operated by a regulator.

Well Known Concern Changes Hands

The Ontario Wind Engine and Pump Co., of Toronto, has been taken over by a newly-formed corporation, the Dominion Engineering and Machinery Co. An issue of \$500,000 preferred stock of the latter company will be offered in London next month.—Canadian Finance.

THE STANDARD BY WHICH OTHERS ARE JUDGED



is represented in the “American” line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness. “American” Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to “American” Pumping Machinery.

The deepest wells in the world are pumped by the “American” Deep Well Pumps. Described in Catalog No. 110.

“American” Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

Agents Wanted in all unoccupied territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, ILL., U.S.A. Chicago Office, First National Bank Building



A British Wheat Cleaner

A contemporary in the United Kingdom recently illustrated a wheat stoner, made by Robinson & Son, Rochdale, which has some features worthy of special mention. The function of the machine is to entirely clean the wheat from all impurities before it is ground into flour. By a special sill an apparatus is attached that skims off all smut balls and scum. The grain is first fed into a storing vat, where it is caught in a swirling current of water, which is led into the vat at a tangent. This current is met by another vertical current of water the two carrying the wheat up to and over the sill where all stones are separated by gravity falling into the bottom of the vat. The currents are under control, and from them the lighter impurities are taken off by the skimming apparatus. The machine rejects the scum, and other waste, while the grain is elevated and discharged. The results attained are claimed to be superior to those got by air currents.

Massey-Harris Publications

We recently received two new publications by the Massey-Harris Co., Toronto, dealing respectively with the Massey-Harris Spray Outfit and the Massey-Harris Cream Separator. In the former the sprayers and their use are graphically outlined, while excellent illustrations of the power sprayers, tanks, engines, etc., are featured. The adaptability of these spraying outfits to do other classes of work is shown, also their application to orchards, etc.

The Massey-Harris Cream Separator is fully described in a 32 p.p. booklet. Sectional views of the component parts of the separators, bowl, gearing, etc., give an excellent idea of the mechanical efficiency of the machine. The many illustrations are of the high order of merit invariably found in publications by this well known company.

"Made in Winnipeg" Week

From May 11th to 17th the Trade Expansion Committee of the Winnipeg Industrial Bureau have staged a "Made in Winnipeg" week. On the assumption, and a very true one, that a skyscraper does not make a city as truly as does a big factory, it is intended to show that our home industries are indicative of municipal progress.

In Winnipeg there are 18,000

people employed in manufacturing goods right in this city, and it stands to reason that if that number can be doubled the result is in the increased prosperity of all, also of the surrounding country. From a value of \$8,606,248, in 1900, the factories of Winnipeg increased their output to the respectable total of \$39,400,608 in 1910. Every business man must realize that industrial development, coupled with diversified farming, is going to be the solid basis upon which to build the prosperity of the West. The office and the warehouse may be very needful things in our industrial system, but even more imperative are the clang of machine shops and the hum of looms. The way to stability, in a city or in a nation, lies in the development of its manufactures.

Novel Hay Press Demonstration

A novel system of demonstrating a hay press was adopted recently by the sales manager of the Missouri Hay Press Co. A Missouri hay press was loaded in an automobile car and shipped to Paris, Tex. The car was taken from Paris to a number of points in northern Texas. At every station where a stop was made dealers were invited to visit the car where a demonstration was given. The novelty of a demonstration on a freight car was effective and resulted in a large number of sales.

The Value of the Harrow

As years pass it seems that the farmer appreciates more and more the use of the humble harrow. The action of the harrow upon wheat, barley or oats cannot be over estimated. Commenting on the value of this implement, one of the most aged in matter of principle, an English contemporary says:

"Barley and oats should have at least three or, perhaps, four leaves before the harrow is set to work, for if the plants are too young and tender they are apt to get broken off or buried beneath the soil. Wheat can be harrowed without injury when about 6 in. in height. The ground should always be fairly dry. The harrow is a splendid weed destroyer, and capable of giving excellent results if applied with discretion. It should be remembered that there is generally a greater tendency for soils to set too hard and to cake on the surface than to lie too freely. The harrow breaks up the cake crust and admits the air, while the broken surface obtained by that implement helps to keep the moisture in the lower part of the soil. As a general rule the harrow should follow the roller. If the soil is lying light and open on the surface in the spring, the use of the roller will consolidate the soil around the plants, and should caking take place later on, light harrowing can advantageously be resorted to in order to break up the surface to a depth

of about half an inch. By making the surface of the ground smooth and solid, the use of the roller encourages the evaporation of water, though it has to be remembered that, as a rule, the crops in the United Kingdom in the summer suffer generally from want of moisture rather than from too much."

To get business we must get busy.



You can recommend our

Fence and Gates

with thorough confidence. There is not a better and stronger Fence made in Canada. It is manufactured from the heaviest and best galvanized wire, every rod of which we guarantee.

Write for our Price List and Illustrated Catalog and see for yourself.

THE
Great West Wire Fence Co.
LIMITED
76-82 Lombard Street, Winnipeg

Distributing Agencies:
Edmonton Alta.: Race, Hunt & Giddy
Calgary, Alta.: Reynolds & Jackson

Thorough Cultivation on Rough and Uneven Land

THE PRESSURE SPRINGS

hold the Gangs to their work regardless of dead furrows, ridges, etc., and cause the Discs to penetrate soil which would otherwise raise the inner ends of Gangs and leave portions of the field untouched.

One end of either Gang may rise to pass an obstruction while the balance of the Harrow remains at work.

The Pressure Springs prevent damage to the



machine when striking obstructions and save both team and driver from sudden shock.

There are many other good features of these Disc Harrows which must be seen to be properly appreciated.

The Agency for the Massey-Harris Line gives you a complete line. If interested, write nearest branch.

Massey-Harris Co., Limited

Winnipeg	Regina	Saskatoon
	Swift Current	
Calgary	Yorkton	Edmonton
Agencies Everywhere		

Dairy Value

In the commercial world it is reasonable to assume that what you pay and what you get determine value; a low price, in itself, does not spell value; price and quality, together, determine value.

As applied to the dairy herd, how does this work out? A farmer does not necessarily buy a cow because the price is low, he wants quality; in this case quality may be interpreted to mean dairy capacity, or ability to produce plenty of good milk. If he does not purchase, possibly the heifer coming into milk has been raised at rather too high a cost so that her dairy quality is impaired. She may not be of the right stock, that is, from a dam of deep milking qualities and a sire of known ability, and all may have suffered from lack of the right feed.

The other part of the value side of every dairy cow, that is, what you get from her, is right in the dairyman's own hands. He can easily determine each cow's value, or dairy quality, by keeping individual records of production.

Dealer's Notice

Cushman Binder Engine

advertisement, as per copy of ad. given below, is running in the farm journals for your benefit.

Our inquiries received now will make summer engine sales for you.

Get Dealer's Proposition and full particulars.

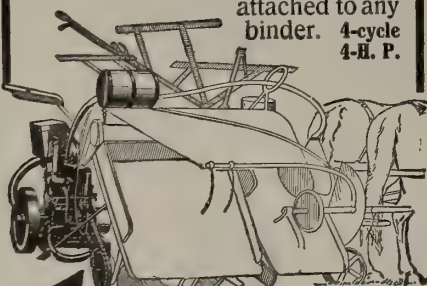
Cushman Motor Works of Canada, Ltd.

289 Princess Street, Winnipeg

Save a Team During Harvest — Run Your Binder with 2 horses and a Cushman Engine

Better than 4 horses without the engine. Team simply draws machine. Engine does all operating. Sickie never stops when bull wheel

skids. Easily attached to any binder. 4-cycle 4-H. P.



Weights Only 167 pounds

Quickly detached for any other farm power work. Delivers full 4 H. P. Speed changed while running. Has patented clutch pulley with sprocket for chain drive to double sprocket on binder. Schebler Carburetor. Also 2-cylinder 6-H. P. up to 20-H. P. heavy duty, light weight specialty farm engines. State size wanted.

CUSHMAN MOTOR WORKS
N St., Lincoln, Neb.

Farm Cushman The Original Binder Engine

Please address Winnipeg Office:
289 PRINCESS STREET

Then if he wishes to part with a good cow, her selling price is enhanced by reason of that certificate of value, her record, which helps to fix the price. Right buying is true economy; the factory patron with the highest conception of value will buy, or raise, right, and will know, by his own simple records that each cow in the herd separately, not averaged in a lump, fits his ideal of value. Fix a good standard, make each cow pay. Milk and feed record forms are supplied free by the Dairy Commissioner, Ottawa.

The Cream Separator in Germany

A recent report of dairy progress in Germany, in considering the cream separator, says:

"In the working up of milk the first thing to be noted is that the improvement of milk separators, which are the most important dairy machines, is being continuously and actively pursued. The number of separators at work in Germany is over 370,000. They are to be met with not only where butter is made, but also in many farms which send the separated cream to the dairies. This production of cream has spread, especially in those districts where large estates are prevalent. In the large butter factories all the improved methods suggested by science and practice are adopted; the cream is pasteurized in order to improve the quality and keeping of the butter and to obviate the unfavorable influence of certain fodders; the factories start in with pure cultures of lactic acid bacteria and cause the acidification to take place in so-called cream ripeners, which allow the temperature to be regulated to a

nicety; they use churns in which the butter is made and worked up, and with which even large firms can churn all their cream in one operation, as in the largest of these churns (Butterfertiger) as much as 440 gallons of cream can be worked at a time. Apart from other advantages, they lead also to a great saving of time and labor."

The Electric Milking Machine

At a recent dairy convention in Oregon it was shown that one man with an electric milking machine can milk four times as many cows as he can by hand in the same length of time. It was also shown that the output of milk was cleaner and better, because covered pails are used with the milking machine, thus decreasing the number of bacteria in the milk. The electric milking machine also removes the great drudgery by milking a large herd twice a day, 365 days in the year as against the old hand method.

A Great Swedish Industry

The manufacturing and marketing of cream separators has become an important Swedish industry. A factory in Stockholm is one of the largest in the country. Many of these establishments have branch factories and selling agencies in almost every country in the world. The home country, however, still does a thriving export business in cream separators.

Statistics show that in 1912 Sweden exported cream separators to the value of \$3,727,311. Her best market is Russia, Germany being a good second,

England, the United States and Canada, more or less, supply their own demands in this trade, but in 1912 Sweden sent us separators to the value of \$17,075.

One reason for the success of this industry in Sweden is the enterprising methods of many of the manufacturers, who issue splendidly illustrated catalogues printed in at least four languages. Travelling salesmen and resident agents armed with literature of this nature, together with a thorough knowledge of their business, are highly successful in making sales.

The Alfalfa Cream Separator

The John Deere Plow Co. is now marketing through its Kansas City and Omaha houses the Alfalfa cream separator. This separator was sold last year by the Rumely Products Co. as the Rumely-Olds separator. A number of important improvements have been made in it during the year so that as the Alfalfa it embodies many additional points of merit. The company has secured several large orders on the separator already, and makes an attractive proposition to dealers.

The Alfalfa has no oil cups, no lubricators, no suds and no foam. It is easy to turn and wash, and is sanitary. Some of the important features of the Alfalfa are a heavy, seamless, anti-splash supply can which delivers to full capacity to the end of the run; a sanitary milk faucet which does not extend below the bottom of the can; a reversible float with smooth surface; extra heavy tinware; simple brace bearing; splash system for oiling all gears and bearings; hardened steel

EMPIRE CREAM SEPARATORS

Better this year than ever. Built for discriminating dairymen.

BALTIC CREAM SEPARATORS

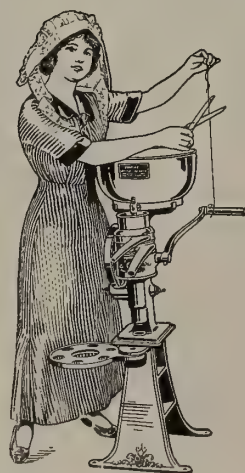
A thoroughly reliable separator for the small farmer. Prices from twenty-five to forty-five dollars.

STA-RITE GASOLINE ENGINE

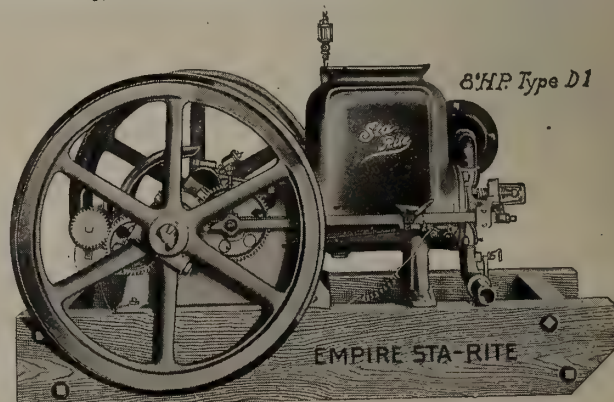
Simple and perfect in construction. Is all that the name implies. Write us in which of the three lines you are interested and we will send full particulars.

Agents Wanted

In unoccupied territories we wish to arrange with good, reliable men to handle our goods. We have a proposition on which good money can be made each year. Write at once, as our agencies are going fast.



Cut the String and the EMPIRE will start under the weight of its crank.



There are only three joints and there is no pump in the gasoline line of EMPIRE Sta-Rite Engines. Other makes have 15 to 30 joints and usually a pump.

The Empire Cream Separator
Co. of Canada Ltd.
TORONTO WINNIPEG

points on which bowl spindle revolves; supply can which can be set anywhere; center balanced bowl; detachable worm spindle; elastic bearing for spindle oiled by splash system; and a short and easily turned crank.

The Alfalfa separator will probably be taken on later by the other John Deere branches.

Wear and Tear in Milking Machines

At the Dairy Farmers' Conference, held recently at Sydney, Australia, there was considerable discussion regarding the rubber parts of milking machines being too perishable. The executive of that body were accordingly empowered to collect all possible information on the subject of the manufacture of india rubber teat cups for milking machines. The farmers wanted to find out if these cups could not be made so that they would last longer than at present. One member stated that in order to supply rubber repairs for his machine he had an annual outlay of \$7.50. This certainly seems an excessive expense in connection with the mechanical milking machine.

The Grinding of Grain

It is a well known fact in physiology that the more we chew our food the more benefit we derive from it. Some men have probably carried the principle to extremes, as to the number of chews to one swallow, but still it is a sound scientific fact. The other day a doctor for ever defamed the great national food of Scotland—oatmeal porridge—by stating that it was not good for the human system, because it did not require enough mastication. Letting that also be taken for a fact, we must assume that the disguised sole leather, which too often hides its real character beneath the name of steak on a restaurant menu, is the veritable "food of the gods" for all mankind.

Anyhow mankind, unless in a hurry, has sufficient intelligence to chew his food, but it is otherwise with the animals. Their food must be prepared for them. Here, then, lies the reason for grain grinding. The grinding breaks up the grain, giving the digestive acids some chance to act upon the atoms, the animal thereby deriving the greatest nutriment from the feed. It is well known that when a horse becomes old, and its teeth worn down, it rapidly deteriorates physically if fed unground grain. If,

however, the grain is ground, it will continue to keep in a better physical condition.

Experiments by various animal raisers have fully established the benefits that result from grinding grain for feed. As a general rule it is assumed that to a thousand pounds of unground grain, stock will take on a hundred pounds of flesh. To every thousand pounds of ground feed they will take on 120 pounds of flesh. Experiments carried out by agriculturists have proven that there is from 10 per cent to 26 per cent waste in feeding stock unground grain. It is computed that crushing or grinding grain for horses increases its digestibility 14 %. All small grain, such as wheat, barley, rye, etc., should always be ground. It is important that horses that undergo hard work, and which spend much of

their time away from the stables, should always be fed on ground grain mixed with a small ration of moist chopped hay. To the cattle raiser or the ordinary farmer therefore the grain grinder is a machine which is a virtual necessity. It raises the value of his stock and provides a source of constant economy for him. Its importance as an article for sale should be apparent to every dealer.

Weed Inspectors will Meet

Arrangements have been made to hold the next annual convention and short course for municipal weed inspectors at the Manitoba Agricultural College on the 10th, 11th and 12th of June. The programme this year will include lectures, demonstration and identification of weeds at

different stages of growth, and the best and most economical methods of destroying them.

An invitation is being extended by the college to all municipalities in the province to encourage the inspectors to be present at these meetings.

New Type of Separator

Samuel G. George, of Conrad, Mont., has designed and patented a grain separator of new design which is so constructed as to thresh the grain, separate small grain like flax from wheat and barley, and grade and sack the grain. It is also equipped with a grain cleaner that will take out foul seeds and other objectionable matter. By grading the grain as it is threshed it is claimed that this separator saves dockage at the elevators.

The most important consideration in making a contract to sell Cream Separators STABILITY

THE history of the cream separator trade is a good deal like the story of the pump, "up again down again."

Every year marks the passing of several separator concerns and the arrival on the scene of one or two new ones.

The later the arrival, the louder their claims and the more they promise, but—

We have yet to hear of a dealer who will admit that he ever made any money selling that kind of a separator.



The separator buying public nowadays has the cream separator field pretty well sized up, and even if the dealer is given half a state for territory, and twice the usual discount, he will not find the agency for a separator the farmers look upon with suspicion very profitable.

What a difference there is with the De Laval. It is so well known, so well liked and advertised, and so many—over a million and a half—are already in use and giving satisfactory service, that a De Laval is as staple an article of merchandise as nails or sugar.

You never heard of a dealer being "stuck" with a lot of De Laval on hand. And it isn't necessary to buy a carload to get the agency. The De Laval Company doesn't do business that way.

Don't uselessly waste energy trying to make a market for some other cream separator when the demand for the De Laval is already so well established. If your territory is open, nothing will do more to insure a successful separator year than securing the De Laval contract.

Agency Applications Invited

De Laval Dairy Supply Co., Limited

Winnipeg

Vancouver

Montreal

Peterboro

The Testing of Butter Fat

The Babcock test to determine the percentage of butter-fat contained in milk or cream is based upon the fact that sulphuric acid will completely destroy all of the solids in these materials, and thus free the butter-fat. As the fat is the lightest portion of the remaining product, it is brought to the surface by means of centrifugal force and there read in direct percentages on the cream or milk test bottles.

The necessary apparatus for making the test is as follows: A Babcock tester, milk and cream test bottles, the former being graduated from 0 to 10 and the latter from 0 to 50, an acid measure, a 17.6 c. c. pipette for measuring the milk, a vessel which will contain hot water for the purpose of controlling temperatures, and a thermometer.

In making the Babcock test one should first thoroughly mix the sample of milk and heat it to a temperature of about 90 degrees F. 17.5 c. c. are then measured out by means of the pipette and transferred to the milk test bottle. An equal quantity of commercial sulphuric acid is then added to

the milk by means of the acid measure, and the contents of the bottle shaken vigorously with a circular motion in order to mix the acid and milk. One should not allow the bottle to stand long after the acid has been added because it will burn the upper portion of the milk and therefore make the test cloudy. The milk bottle is then transferred to the Babcock tester and the machine is run for five minutes at a speed of about 1,200 revolutions a minute. The bottle is then taken out and hot water, which should be at a temperature of 180 degrees F., added, filling the bottle up to the neck. It is again returned to the tester and whirled for three minutes, which brings the fat to the surface. Again the bottle is removed and water of the same temperature added, which brings the fat column up to about the No. 8 on the graduated neck. This time the tester is run for one minute, which process tends to bring the fat into the neck of the bottle in a solid column. The test bottle is now removed and brought to a temperature of 120 degrees F. The percentage of

fat is then read directly from the neck of the bottle, the reading being taken from the top of the fat column to the bottom.

In testing cream it is necessary to add a small spring balance to the apparatus, which enables one to weigh the cream instead of measuring it. There are so many conditions which tend to increase or decrease the bulk of cream that one cannot get a correct sample by the use of the measure. The cream of course should be stirred thoroughly and then nine grams of it transferred to the cream test bottle. One can do this with accuracy by first balancing the cream bottle on the scale and then placing the nine-gram weight on the opposite platform. After this is done the cream is transferred by means of the pipette until the scale balances. Only half as much acid is added in this instance as was added in the case of the milk because the nine grams of cream only represents half as much bulk as did the milk. The remainder of the process is exactly the same as in case of the milk, with the exception of the reading which should be made from the middle of the concave surface at the top of the fat column to the bottom of the fat in the neck.

Sterilizing the Milking Machine

Experiments were carried out at the Cornell University Agricultural Experiment Station in order to test the efficiency of milking machines in securing a high grade of milk and to determine the amount of care necessary to keep them in a sterile condition. It was found that when the pails and tubes of milking machines were washed with hot water and washing powder, placed in a brine containing about 15 per cent of salt and rinsed with hot water immediately after being used, the bacterial content of the milk drawn by them was high. On making a bacteriological analysis of the brine, it was found to be a source of contamination. When a solution consisting of water 7½ gallons, salt 10 lbs., chloride of lime ¼ lb., was substituted for the brine, the tube and teat cups were rendered practically sterile and milk with a low germ content was obtained. It was found to be necessary to add fresh chloride of lime once a week in order to maintain a solution of effective strength.

A boy's best dream—that he was washing his mother's ears!



SHARPLES MILKER

The Biggest Thing in Dairying Today

The Sharples Mechanical Milker is a big proposition with a big future—for big men.

Dealers who have the ability to grasp and appreciate the significance of an invention which enables the farmer to double a dairy herd, and, at the same time, cut down its expense;

A machine which materially lessens the labor of a dairy and makes the farmer independent of hired help.

Dealers who know what has been done heretofore in the implement field:

And who can measure in their mind's eye the profits of an exclusive territory on a successful Milking Machine.

These men are falling over each other to sign the Sharples 1914 contract.

But it is a big man's proposition.

The Sharples Mechanical Milker is not a novelty or a side line—

It is the main issue of the dairying industry today.

Send for this book—and read it.

The Sharples Separator Co.

West Chester, Pa.

Chicago, Ill.
Portland, Ore.
Omaha, Neb.

Dallas, Tex.
Minneapolis, Minn.
Toronto, Ont.

San Francisco, Cal.
Kansas City, Mo.
Winnipeg, Man.

The Glamor of Gas

Once upon a time there was a capitalist who knew the frailty of un-millioned mankind.

Having occasion to entertain at dinner a number of useful fellows, he instructed his butler to transfer the labels from a number of empty bottles of champagne to an equal number of magnums of dry ginger ale, at considerably less a dozen, and these were placed on the festive board.

At the beginning of the repast the capitalist casually drew attention to the wine he was supplying his friends, and asked for their opinion of it, "for," said he, "I am aware that you fellows are all good judges, you know a good thing when you see it, and I will value your opinion."

And they all said with one accord that it was excellent champagne, while half a dozen made a note of the brand in their pocket books. And such was their enthusiasm that the banquet ended in a fine glow of something that was nearly hilarity. Which proves that a big man can easily put across a bluff on the admiring public.

Large Concerns Abolish Annual Exhibits

It is a point of considerable interest to the retail trade, that several of the largest U.S. manufacturers of farm implements, machinery and equipment have determined to cease exhibiting their products at the state fairs—beginning with 1914. The International Harvester Co., the largest exhibitor in the past at these fairs, has definitely decided against making exhibits at all of the fairs in 1914. Other concerns, it is stated, have followed the example of the harvester organization, and their exhibits will also be withdrawn.

These large concerns have been considering this step for several years, arguing that it is essential from an economical standpoint. Yearly the expenses connected with the exhibits has been on the up-grade, and this expense is naturally added to the wholesale price of goods, in that way directly affecting the retail dealer.

Some of the larger concerns state that their expenses, owing to making exhibits at the fairs, averaged in excess of \$1,000 per fair. In some cases the cost was probably twice that amount. Even the smaller concerns have found it impossible to make any great exhibit under \$500, a sum which was rarely recompensed by the returns.

This step on the part of the machine concerns is doubtless due to the management of state fairs, during the past few years, heaping expense on the exhibiting manufacturer. Space rentals have been greatly increased, while admission privileges have been greatly curtailed. This increases the cost of providing salesmen, demonstrators and mechanics for the various exhibits. Some fairs have even gone as far as to allow mail order concerns to exhibit along side houses who distribute their goods through the retailer, greatly handicapping firms who have eventually suffered financial loss through adhering to the policy of exhibiting their products. It seems very probable that many concerns will follow the steps of the leaders.

The Mirror of Character

If you are head of a business your character unconsciously reflects itself into every department of that business. Treat a salesman with discourtesy; be churlish to a traveller, and very shortly you will see the reflection of your action in some employee. The manager of any concern, to be successful, must ever bear in mind that his actions require careful self-analysis so that they may not be misconstrued by his staff. Happily the boorish merchants of the past, whom every traveller hated to call on, are disappearing, yet there are, in every line of business, a few such men to be found. It seems to be a defect in our national character that too often authority bears the mask of boorishness. To be "boss" some men consider that they must grunt like a bear and present to those with whom they come in contact a grim and sinister countenance. The other day an Englishman fleeing from Mexico landed in New York. The customs officers, than whom there is no more boorish breed, treated his daughter very roughly regarding some ear-rings she wore. The Englishman was so incensed that his first action on going up to the city was to send a donation of \$1,000 to the Mexican leader—simply to ease his ire against American Governmental methods. So do a few men give a probably erroneous impression of an entire race. The average man, be he farmer or financier, appreciates courtesy, and it is the duty of every business man to see that those who trade with him are treated with a full measure of respect.

Say little, think much—work!

Business Jokes

The clerk who thinks the house can't do without him.

The salesman who has his trade personally cinched.

The buyer who cannot be fooled.

The credit man who can always trust his intuition.

The stenographer who knows best what the old man ought to say.

The head of the firm who sticks to the way he always did it.

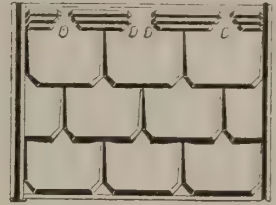
The customer who doesn't know what he wants.

The house that won't advertise because its goods are "different."

A Market for Machinery

Comment has been made, at different times in these pages, concerning the machinery demands of the Balkan States. Roumania alone exports cereals to the value of a hundred million dollars annually. About half the agricultural territory in that country, some 2,600,000 acres, is in the hand of big owners, who employ modern machinery, and are very up-to-date and progressive. Deep plowing, owing to the lack of fertilizer being used, is a necessity, therefore power plowing outfits should command a good market in this country.

If you want to handle a
**GENUINELY
GOOD ROOFING**
One that you can recommend
and stand behind, then sell



**Eastlake
Steel Shingles**

"There with the wear"

Waterproof

Fireproof

Rustproof

**Easy to Lay and
Durable as the Building itself.**

WRITE US TO-DAY for
Catalogue and Selling Proposition



**THE METALLIC
ROOFING CO.
LIMITED
MANUFACTURERS
WINNIPEG, MAN.**

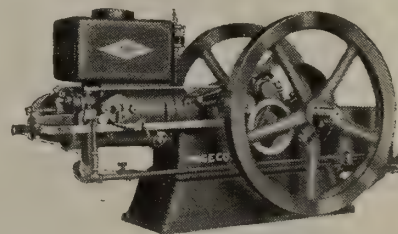
Head Office: TORONTO, ONT.

Forewarned is Forearmed

**The Demand for Oil Engines is at hand—Be Ready!
Implement Dealers—Are you Ready?**

We saw it coming months ago. With our ears to the ground and alert to the needs of the future, we have not been idle. We heard the rumble afar, we planned to be ready when the demand came. Furthermore we wanted to make sure that when we offered you oil engines they would represent the very best—the simplest, safest, surest-to-run and easiest-to-sell oil engines on the market. Here they are!

The
"INGECO"
Throttling
Governor
Kerosene
Engine



For Farm,
Factory,
Foundry, Shop
and Mill,
from 1½ H.P.
to 7,000 H.P.

The time is ripe to introduce oil engines into your neighborhood—engines you can recommend and stake your reputation on—the kind that will help you to more business and more sales because they make good. That means "INGECO" ENGINES—handled by an institution that is not only financially solid, but enterprising enough to take an interest in helping you to make sales—giving you the kind of co-operation that really means something in finding prospects and landing the orders. By our extended mailing campaign we purpose to put our literature in the hands of every one in these Western Provinces who might want our lines. Do you want to share in the resultant business?

We are now ready to consider agencies for the "Ingeco" line of oil engines, and are prepared to make arrangements with live dealers. We guarantee consumption of kerosene with "INGECO" ENGINES not to exceed in quantity what it takes of gasoline to operate a gasoline engine—think of the saving in dollars in one year—in many cases the price of the engine. Why not secure our contract now while you have the opportunity?

Write us for literature and ask about our special introductory offer.

Burridge-Cooper Co., Ltd. WINNIPEG and REGINA

Address Winnipeg Office for contracts.

Tariff Alterations Now in Force

The weekly report of recent date from the Department of Trade and Commerce, gives the tariff alterations on goods as outlined in the budget speech of the Minister of Finance. To the implement dealer the point of greatest interest is doubtless the fact that, in future, Harvesters, Mowing Machines, Reapers and Binders will enter Canada under a duty of $12\frac{1}{2}$ per cent, instead of $17\frac{1}{2}$ per cent, as formerly, the reduction being 5 per cent. Manufacturers of iron and steel products will continue to receive a drawback of $2\frac{1}{2}$ per cent on iron and steel used in production. The duty on wheat and flour was not removed, it being considered that such a step would injure the milling and railroad interests. According to amendments to Schedule "A," Customs Tariff, 1907, the following changes were made:

Tariff Item 404

Galvanized iron or steel wire, curved or not, numbers nine, twelve and thirteen gauge with variations from such gauges not exceeding four one-thousands of an inch, and not for use in telegraph or telephone lines.....

In future this item, which is that of wire fence gauges, will be free. Another free item is 411, which covers the following:

Malleable sprocket chain, and link belting chain of steel, when imported by manufacturers of agricultural implements for use in the manufacture of such implements in their own factories..

Item 445 is that which most directly effects the machine business, being specified as follows:

Mowing machines, harvesters, self binding or without binders, binding attachments, reapers, and complete parts thereof, not including shafting or malleable iron castings, also finished parts for repairs of the machines specified in this item.....

The tariff on this item, as already stated, is $12\frac{1}{2}$ per cent.

Concerning malleable iron castings imported for use by manufacturers of mowers, reapers, harvesters and binders, the tariff now is: British 15 per cent, intermediate and general $17\frac{1}{2}$ per cent.

Section 446a, concerning ditching machinery, will in future be a free item, being specified as follows:

Traction ditching machines (not being ploughs) adapted for the drainage on farms, value by retail at not more than three thousand dollars each, and complete parts thereof for repairs.....

The duty on rolled iron and steel beams, weighing up to 120 lbs. per lineal yard, is set as, \$4.25 on British preference, \$6.00 on intermediate, and \$7.00 on general tariff. The duty on wire rods, which formerly were free, apart from gauges used in wire fencing, is now \$2.25 and \$3.50.

Wrought or seamless iron or steel tubing over 4 inches diameter, is reduced in drawback from 99 to 55 per cent.

Increasing Binder Twine Sales

To profit by the binder twine business the dealer should make every effort to sell large quantities. A great deal can be done in this respect by a little forethought, and twine readily lends itself to an artistic display in the store or warehouse.

Advertising and window display are factors which will increase the sale of binder twine to a great extent, says Farm Machinery. One dealer in the central west has exceptionally good success with this line. He doesn't carry on his business in a section where wheat and oat growing is the principal feature of agriculture; but he is alive to his opportunities. Why shouldn't binder twine be displayed? It makes a neat and attractive display when arranged on a small rack. Farmers who want twine will notice the display, then go into the store to get it. The dealer who believes in window display will likely sell at least twice as much twine as the dealer who hides his twine away in some dark corner and waits for the customers to come in and ask for it.

The Cost of Tractor Operation

In selling heavy machinery it is of the greatest value to the dealer if he can sit down with a prospective purchaser and figure out for his edification the exact cost of operating a tractor, says Farm Machinery. Catalogs from manufactures may help greatly, but the dealer may be called upon to answer some point which is directly connected with local conditions. It is then that the dealer must depend upon his concise knowledge of the machine he is trying to sell. He must know in a general way, so as to satisfy the customer, the amount of power required to do certain work upon certain soil, and how to figure the cost upon the same.

The farmer contemplating buying a tractor naturally thinks of what the machine will do for him. How much it will save. He knows how much time and labor it requires for the different operations on the farm using horses, but the amount the tractor will really do seems hard to estimate in view of the claims made by various manufacturers.

Take the operation of plowing for instance. The farmer knows

how much time and stock it requires to do the work. To estimate on the work with a tractor one may use the following figures, being certain always to note the exact nature of the soil and the per cent of grade of the hills on the land.

The most accurate tests on level ground where the tractor gets a good footing show the following draft per square inch of cross section of plow. (Cross section equals width of plow times depth plowed.)

In sandy soil draft is 3 pounds per square inch of cross section of plow.

In clay soil draft is 8 pounds per square inch of cross section of plow.

In clover sod draft is 7 pounds per square inch of cross section of plow.

In virgin sod draft is 15 pounds per square inch of cross section of plow.

3x420—1,260 pounds draft in sandy soil.

8x420—3,360 pounds draft in clay soil.

7x420—2,940 pounds draft in clover sod.

15x420—6,300 pounds draft in virgin sod.

20x420—8,400 pounds draft in gumbo.

The manufacturers give the draw-bar pull of their engines. To figure the number of bottoms which can be pulled, divide the draw-bar pull by the cross section of one plow, multiplied by the draft per square inch of cross section of plow. Thus, plow, 14 inch; depth, 6 inches; soil, clover. 14x6x7—588 pounds draft 1 plow.

Let us say the draw-bar pull is 4,000 pounds and the land is level and has good solid footing. 4,000 divided by 588 equals 6.8.

So we can safely estimate on at least six bottoms.

Each 1 per cent of rise in grade—rise of 1 foot in 100 feet—adds 1 per cent of the weight of the tractor and plows to the draft. A 5-plow gang weighs about 3,300 pounds.

Another operation on which the farmer wants accurate figures is threshing. To begin with, with a steam thresher there is the engineer, a fixed charge which it is impossible to avoid; then there is a man and a team to haul water and fuel. All these are unnecessary with an oil or gasoline tractor. Also the necessity of a man getting up an hour or two earlier to get up steam.

Probably the easiest thing in the world to start and the hardest to stop is credit.

Every Inch Inspected Every Ball Guaranteed

Why sell inferior twine that will give your customers endless trouble in the field? You can sell our high-grade twine as cheaply as inferior brands, and it will please your trade better than any other.

BRANTFORD Binder Twine

"Best for the Dealer to sell, because
best for the Farmer to use."

Every inch of BRANTFORD BINDER TWINE is inspected and tested.

Every ball is **guaranteed** for length, strength, evenness and smoothness. Your customers will thank you for handing them this faultless twine.

OUR FOUR LENGTHS AND BRANDS

"Gilt Edge," ..	650 feet ..	Pure Manila
"Gold Leaf," ..	600 feet ..	Manila
"Silver Leaf," ..	550 feet ..	Standard Manila
"Maple Leaf," ..	500 feet ..	Standard

The Brantford Cordage Co. Ltd., Brantford, Ont.

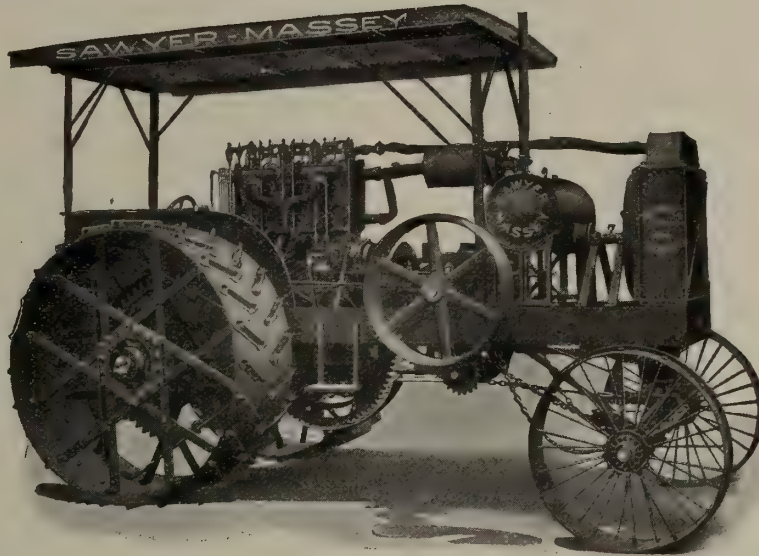
Sawyer-Massey

13

The Premier Company

The Premier Goods

GOLD
MEDAL
GAS
TRACTOR



WINNER
AT
WINNIPEG
CONTEST

Machinery of Proven Worth

Machinery with an established reputation finds ready sales. SAWYER-MASSEY farm machinery has been made and sold in Canada for more than 78 years, and has won an enviable reputation for honest worth and service.

In the Winnipeg Contest last summer the SAWYER-MASSEY Gas Tractor won the Gold Medal, and easily proved itself the best Gas Tractor in Canada. It will pay you to handle this Tractor, and share in the profits SAWYER-MASSEY dealers are making.

SAWYER-MASSEY Steam Tractors are easy steamers, strong and efficient, and of proven worth. Let us send you our new 1914 Catalogue illustrating and describing our full line of farm power machinery, and a copy of the SAWYER-MASSEY "Chronicle." They will be of interest and value to you.

Sawyer-Massey Threshers

SAWYER-MASSEY Threshers are made in many sizes and types to suit the needs of every Farmer and Thresherman.

Famous grain savers, they will thresh clean and efficiently in any kind or condition of grain, and give long and satisfactory service to every owner. Investigate these Threshers carefully. We will be glad to send you a Catalogue or have a representative call.



Sawyer-Massey Company, Limited

Builders of Steam and Gas Tractors, Grain Threshers, Clover Hullers and Road Making Machinery
HAMILTON - - - CANADA.

Branches and Warehouses:

WINNIPEG, Manitoba

REGINA, Saskatchewan

CALGARY, Alberta

Agency: Buenos Aires, Argentina



Western Freight Rates Investigation

By G. E. CARPENTER, Freight Expert, Winnipeg Board of Trade

On April 6th the Board of Railway Commissions made public the long expected ruling in the Western freight rates investigation.

By its judgment the Commission denies the principal application made by public council, viz., that the freight rates in Western Canada are upon an equality with rates charged for similar service in Eastern Canada. The Railway Commission holds that freight rates in Eastern Canada are effected by water competition, while the competition of American railways are contiguous to Eastern Canada to such an extent that they cannot be looked to in making a comparison with rates existing in Western Canada where these special competitive conditions do not exist.

The Railway Commission also dismisses the argument set up that freight rates in Western Canada should be based upon the cost of performing the service. The Commission holds that it is impossible to adopt the cost theory advocated by the American Railways Cost Accounting

expert, who is engaged by Government Council to give evidence upon this matter.

Specific reductions are authorized in general merchandise rates, on local rates for the carriage of grain and grain products for consumption in Western Canada, on vegetables, on cement, on fence posts, firewood, building and paving material, and on dairy products between points in Saskatchewan and between points in Manitoba, Saskatchewan and Alberta. These reductions average from $7\frac{1}{2}$ to 30 per cent. Specific reductions are also authorized in rates on sugar and coal from Alberta and Saskatchewan manufacturers and mines to points in the prairie provinces.

In its judgment the Railway Commission states that these reductions represent what the Commission considers a just and reasonable ratio between the disputants, and that it is their opinion that the results, having regard to the situation in the West, are fair not only to the people but to the railway companies.

Specific Reductions Ordered

A few examples of the reductions ordered by the Commission are given below:

On carload shipments of agricultural implements from Eastern Canada, the rates are reduced, to Winnipeg 2c, Regina 3, Swift Current 3c, Medicine Hat 4c, Weyburn 3c; Wetaskiwin 6c, Lethbridge 6c, Calgary 5c, and Edmonton 5c, per one hundred pounds.

The carload rate on agricultural implements from Winnipeg are reduced to Moose Jaw 2c, Maple Creek 3c, Calgary 4c, Lethbridge 4c, Swift Current 2c, Edmonton 6c, North Battleford 4c, per one hundred pounds.

The carload rate on agricultural implements from Regina is reduced to Swift Current 2c, Medicine Hat 3c, Maple Creek 1c and Outlook 2c, per one hundred pounds. From Saskatoon the carload rate on agricultural implements is reduced North Battleford 2c, Kindersley 1c, Wainwright 3c, Kerrobert 1c and Davidson 1c, per one hundred pounds.

On less than carload rates, on such articles as cream separators, binders, crushers, cultivators, cutters, harrows, harvesters, mowers, plows, rakes and reapers, the reductions are: Winnipeg to Broadview 5c, Regina 7c, Moose Jaw 5c, Yorkton 5c, Saskatoon 11c, Estevan 6c, Arcola 3c, Weyburn 5c, Kamsack 6c, Humboldt 6c and Melville 5c per one hundred pounds.

From Regina the rates on these articles, on less than carloads, are reduced to Swift Current 5c, Maple Creek 4c, Outlook 5c, Weyburn 2c and Colonsay 10c, per one hundred pounds.

From Saskatoon, on less than carload rates, on above articles, reductions are to Kerrobert 1c, North Battleford 3c, Davidson 3c, Kindersley 3c, and Wainwright 9c, per one hundred pounds. Similar reductions are made to other points and will be effective on September 1st, 1914.

There is no reduction in rates between points within the Province of Manitoba.

It is estimated that the rates authorized by the Railway Commission will reduce the railway earnings in Western Canada by about two million dollars annually, and while the Railway Commission did not grant the full measure of reduction that was desired by Western Canadian shippers, at the same time the reductions ordered will be of material relief in saving the above amount of money to the people of Western Canada.

Winnipeg will have Notable Exhibiton

The Canadian Industrial Exhibition, which will be held in Winnipeg, July 10-18 of this year, has in the past rightly earned the distinction of being classed among the greatest live stock shows in the Dominion. Every year it is being recognized, more and more, that live stock production is the backbone of the West's prosperity. In view of this fact the directors of the Canadian Industrial Exhibition have this year added some \$3,500 to the live stock end of the 1914 prize list. This should ensure a good showing in this section.

A feature of special importance at the Fair this year will be a splendid collection of Shetland, Welsh and Hackney ponies, shown in harness and also saddled. This should be of absorbing interest to the young folks who will pay a visit to Winnipeg. The success of the Farm Boys' Camp, which was held for the first time last year, will be repeated this year, when 100 farm lads will enjoy a week of education and amusement. The Dominion Government exhibit promises to be one of the leading educational features at the fair, demonstrating as it will all sides of agricultural progress.

Already in these pages we have made comment on the Grain Cleaning Contest and the Gas Engine Demonstration. The latter should prove to be of the greatest value to all prospective users of the power engine on the farm, and the large variety of engines shown will have a great educational value for the implement dealers who visit the Fair.

The amusements which will be staged are possibly better than those of any preceding year. The horse racing has brought entries from all over the country, and already many horses are here undergoing preliminary training.

The "Siege of Dehli," a unique military spectacle, will portray one of the most tragic events during the historical Indian Mutiny. The commemoration of a hundred years of peace between Great Britain and the United States is to be featured by a brilliant display of fireworks.

Possibly the greatest attraction, however, will be the engagement, after prolonged negotiations, of Lincoln Beachey, the most famous aviator in America. It will be remembered that this dare-devil air-man recently flew under the roof of the partially erected Machinery Hall at the Panama-Pacific Exposition grounds at San Francisco.



We Are Telling Over 3,000,000 People to Buy From Armstrong Dealers!

If you are the Armstrong Dealer in your town, **yours** is the store into which our advertising will push these people! And you are the man who will cash in on our advertising.

A score and more of the **most** influential publications are telling their readers facts about Armstrong Well-Drilling Machines—including the Armstrong Special Blast-Hole Machine—and about Armstrong Engines. Over 3,000,000 people are being **persistently** told these facts—and **every** statement used in the telling is being **consistently** driven home by testimony given by users of Armstrong Machines and Engines.

Armstrong
Well Drills and Gasoline Engines

Every Armstrong Engine—whether it be of 1½ H. P. or 20 H. P.—gives remarkable satisfaction. It **always** has power to spare. It is equipped with the most efficient mechanical ignition system ever put on an engine.

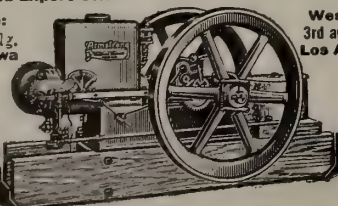
And they **know** that every machine—of any form or for any purpose—is backed by the Guarantee of the big Armstrong Company. And because they **know** this, they **know** that they are safe in buying Armstrong-made machinery.

Our new advertising campaign is **sweeping** in orders for our dealers. Do you want to get your share of the profits? Perhaps we can grant you the agency in your territory. Why not write us and find out?

ARMSTRONG MFG. CO., 204 Drinkle Block No. 2, Saskatoon, Sask.
Eastern and Export Office: No. 11 Broadway, New York City

Head Office:
204 Armstrong Bldg.
Waterloo, Iowa

Western Branch:
3rd and San Pedro Sts.
Los Angeles, Cal.



Beachey will appear only at the Winnipeg Fair in Western Canada, and his flights, during the five days of his visit, should attract thousands from near and far. He will defy gravity in his thrilling exhibitions of flying upside down, and looping the loop—feats equalled by only a few aviators at the present day.

The showing of agricultural machinery will be quite up to the usual high standard, and through the entire programme clearly runs the fact that the directorate of the Canadian Industrial Exhibition have spared no expense to make the 1914 Fair a memorable one in Winnipeg and the West.

Concerning the Car

Clean out the crank case often. When the oil is used over and over again it loses its lubricating qualities. Remove all sediment from the bottom of the pan, or a gum will form on friction surfaces such as valve guides, etc. This leads to sticky valves and irregular firing. The oil should be changed and the crank case cleaned for every 1,500 miles run.

Watch for water in the gas-line. Frequently open the drain cock at the bottom of the float chamber in the carburetor.

Keep the connection on the dry cells tightly screwed down. Any one loose connection in a series will cause difficulty in starting up the engine. The vibration of the car slackens these connections, so they should be frequently examined. Keep all metal away from the batteries, a carelessly placed tool, or any piece of metal often results in a short circuit. The batteries should be firmly set in the car, and should be covered by a piece of rubber sheeting. Carry plenty good lubricating oil when out on a long run. A can of oil very often saves a great deal of trouble, while it takes up little room. Also, on a tour, carry a supply of tire valves and caps. A slight leak in a valve is as serious a delay as a blowout. A valve tap and die should also be part of the car equipment.

Advertising a Tractor by the Movies

The selling organization for the Bull Tractor, a new light weight tractor on the market, are nothing if not original in their methods of publicity. For an entire week they recently showed daily a series of moving pictures of the Bull at work. An arrangement was made with the management

of the Province Theatre, Winnipeg, whereby, every morning at 10 o'clock, an hour before the regular films were shown, pictures of the Bull in operation were thrown on the screen for the benefit of all who were interested in the small tractor.

Reflections

He: "Just look across th' room, m' dear. Did you ever see a homelier man?"

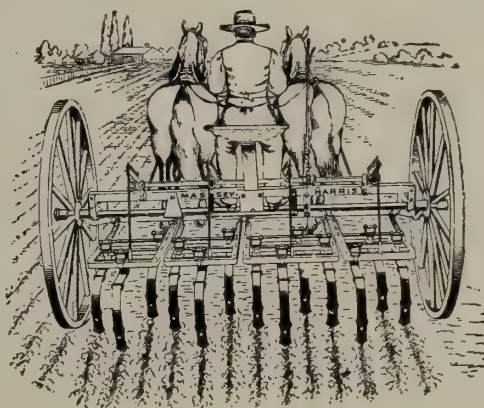
She, in a tragic whisper: "Don't disgrace yourself, George, that's a mirror!"

Mechanical Inventions and Mankind

We live in an age when constantly the anthem of progress is one of praise for our mechanical inventions as being the emancipators of mankind—not their enslavers. The whirring machines of the factory, the looms

and lathes, shapers and saws. Simplicity in mechanism, brought to a degree that makes possible the unskilled woman or child as an attendant. In a vast printing establishment an unformed girl of twelve monotonously works a stitching machine or a folder. In the making of small electrical apparatus countless women work the drill or some other simple machine. We have made the machines truly, but have we not by mechanical progress, given to thousands a dreary daily vista of monotony that calls for little or no thought, and holds not even a pallid interest for the individual. To our mind comes the words of John Stuart Mill:

"It is questionable if all the mechanical inventions yet made have lightened the day's toil of any human being. They have enabled a greater population to live the same life of drudgery and imprisonment, and an increased number to make fortunes. But they have not yet begun to effect those great changes in human destiny which it is in their nature and in their futurity to accomplish."



Kill the Weeds and Conserve the Moisture by using a MASSEY-HARRIS CULTIVATOR

Thorough cultivation with one of these Cultivators destroys the most obstinate of weed pests.

It also gives the soil a greater capacity for holding moisture and reduces the loss by evaporation.

Aeration of the soil is another result of cultivation. The oxygen in the air tends to make the mineral matter more soluble, and is necessary to the decomposition of the organic matter.



Massey-Harris Implements are profitable to use because they give satisfaction. They are profitable to sell because they stay sold.



MASSEY-HARRIS COMPANY, LIMITED

Winnipeg Regina Saskatoon Swift Current
Calgary Yorkton Edmonton

AGENCIES EVERYWHERE



"Maltese Cross" Non-Skid Tires



**For Gripping Qualities this
Tire has no Equal.**

**On any kind of Surface
It is THERE
GOING and COMING.**

Ask The User.

Gutta Percha and Rubber Limited

WINNIPEG Not in any Trust or Combine CALGARY

The Crime of Being Old

We think that it was John Foster Fraser, that virile journalist, who told the story of how he visited a huge machine shop in Chicago, and how he commented to the manager on the comparative youth of the men in charge of each department. "Where," said Fraser, "are all your old men?" The answer came. "Have a cigar, Mr. Fraser, and let's get my automobile. I'll drive you around to the swellest cemetery in Chicago."

There is possibly a great amount of truth in that story when we consider the strain of modern competition on the individual, but there is another side that we too seldom consider in business—that is the crime of being old.

No longer are white hairs a badge of honor, rather an emblem of shame and dependence. Youth, strong, hot-blooded youth, is now-a-days too impatient with the old folks, with the gnarled hands, token of years of labor, and the dim eyes that have seen so many winters come and go.

Surely to-day, when we are so loud in our talk of bettering social conditions, we have still in our industries thousands of posts that could be filled by the aged. It seems that when a man gets old he cannot, purely by his own efforts, get a job. God knows we have little room for sentiment in modern business, but if we altogether slay sentiment we also slay souls. It must be admitted that one of our modern business principles, if we do not actually refuse to hire the old or ageing man, is to discourage his presence in our offices or factories. It says little, very little, for our vaunted civilization. The ancient Greek or Roman revered age; we too often gibe and deride at gray hairs.

We will readily admit that it is iniquitous that little children should have the sunshine crushed out of their souls by the monotony of a factory existence, by attendance at the bench or machine. Even as iniquitous is it to see an old man turned away from the office or the employment bureau at the factory, simply because God has willed that he live to see that day. The "State" is a fine, loud voiced word for all arguments on politics or social economy. Even so, the state, or country, which drives old age to a grave of despair by denying it the opportunity to work is worthy of the condemnation of the God who watches the struggles of both youth and age.

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited

F. D. BLAKELY, Manager

811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS

\$1.00 per year in Canada; Foreign \$1.25 per year.

Single Copies, Ten Cents

ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, MAY, 1914.

Human Sheep

Did you ever hear that solo in oratorio entitled—"All we like Sheep have gone Astray." With a slightly different meaning, it is surprising how many individuals at the present day are simply two-legged sheep. The "sheep-men" are always a little behind the man of resource and initiative. They must follow some bell—wether, no matter what the calibre of the leader. Yes, the fact must be faced that a great proportion of humanity are simply sheep, with sheep's mentalities, sheep's instincts, the sheep's submission in following along the beaten track chosen for them by others stronger.

There must be black sheep and white sheep among men, but whatever the color, and in whatever calling, there are always those who must follow instead of leading.

How often are our efforts an imitation, our words a quotation. We hate to admit it, yet it is often too true that we have first-hand knowledge about very few things. The majority of the affairs in our lives are guided by external authority, and we often scarcely notice that we are only mouthing the views and opinions of others. Every man should strive not to let his words and deeds be simply a parody. We should live as ourselves, not as the shadows of other men. He who stands alone in his opinions, and in the originality of his thought stands beyond most of us. By this

reason genius has too often been condemned. We hug too closely the opinions and the path of others; let us have our own beliefs and convictions, else, perchance, we may like sheep be led astray in the path that leads to the building of our individuality.

Epigrams for Salesmen

There is no opportunity for the man who is not ready to face it.
You can talk a man into buying and you can also talk him out of it.

The philosophy of salesmanship is the philosophy of leadership, and the philosophy of leadership is the philosophy of success.

What a man does not understand he always opposes.

Forget It

The unkind word, forget it. The slight that hurts you, forget it. Perhaps the one who spoke the word had no thought of being rude or unkind, and would be greatly surprised to learn that you took it as you did. The slight was possibly not intended at all. Many of these things are susceptible of two constructions—a better and a worse. Why not use the better? Why not cast the remembrance of the things that hurt far from you? To brood over them is unwise and harmful; forget them as quickly as possible, it is the better way.

The Benefit of Currency Laws

Under a system of currency laws, the business of banking, in ordinary times, goes on in its normal manner. Merchants and citizens see no difference. The banks continue to be independent business institutions, receiving deposits and lending money as in the past. But, with the coming of exceptional times, such as America saw in 1907, a great difference will be visible owing to these laws. In the financial panic of 1907, banks would not allow a depositor to withdraw his own money, much less would they make customary loans on approved security, even to their most reliable clients.

It was as if, in a time when the fire alarms were clanging, the fire halls decided not to respond but to keep the men and apparatus solely for protection of fire on their own premises. In brief at the very time when banks were most necessary to the industry and business of America, they ceased to perform their usual functions. They consequently magnified and make more intense the business troubles that could have been wholly prevented by a better business system. Each bank being an independent concern, the first sign of financial stress lead every banker to protect his own reserves lest he should have to combat a "run". He lacked a higher financial power upon which he might rely for support in trying to help those with whom he did business. Currency laws promise to completely remedy this possibility in the future. The banks will be federated for mutual help under the auspices of a central government board, their allied financial strength taking the stress of any perilous period in national finance.

Advertising Opportunities

The implement dealer may be an excellent salesman, a live and progressive business man, yet, in common with many other retail merchants, he is not an expert writer of advertisements. This is only to be expected, since unless he has a peculiar knack and a taste for this side of modern business he has received no special training in regard to it.

Although among the advertisements of retail dealers one may find some good and original displays, these are the exception rather than the rule, for by no reach of imagination can we say that all dealers prepare first class copy for the printer. This should not be, but few dealers give the subject the time or attention that

it deserves, and alas a great many neglect local advertising altogether—and then wail regarding the dullness of trade. It is owing to these facts that the manufacturers of farm machinery have originated advertising co-operation with the dealer. The manufacturer has a good idea of the conditions under which the dealer does business, hence the system adopted by manufacturers of furnishing "ready-made" ads., electrotypes of striking appearance, sales arguments that convince, special cuts and layouts for advertisements, etc.

By availing himself of this carefully prepared publicity—that costs him no more than a little inquiry—the dealer can greatly extend the scope of his business. Every dealer should advertise and he has no excuse in hesitating for lack of "copy" when he has at his disposal the effective and original displays produced for the trade by manufacturers. It takes little thought and time to write a letter for such advertising, yet there are only a percentage of dealers who seem to think that this slight effort is justifiable in the extension of their own business.

Precaution and Fire Insurance

Many an implement dealer will contend that excessive rates are charged for fire insurance, yet the fact remains that a great many dealers do not pay as much as they ought to if their carelessness were taken into consideration.

The lack of precaution against fire in the premises of some dealers is almost criminal. Floors may be soaked with grease, oil or gasoline while a demonstration engine stands adding fresh puddles to the already dangerous conditions. Near by may stand barrels of gasoline, kerosene or machine oil, and in close proximity packing cases with their contents lying loose and the packing lying around promiscuously. A pile of old waste paper, catalogues, etc., stand against a wall along with a heap of discarded literature of all kinds.

Smoking cannot very well be prohibited, for the customers cheerfully knock ashes out of lighted pipes, or drop matches all over the place, the proprietor often setting an example by distributing cigar ash.

Any right thinking business man will agree that in this condition of affairs a store is an absolute menace to any business community. The owner not only endangers his own premises, but also those of his neighbors. In such a case

no insurance rate could be termed excessive.

Perhaps the conditions quoted are extreme. They could scarcely be common, and the fire losses in the west so low as they are, yet as a rule the implement dealers take too little thought of the share they take in increasing the fire risk of their store by maintaining dangerous conditions around their premises.

A fire insurance inspector does not always reveal his presence, and possibly the high rates which some dealers have to pay have more or less been due to their negligence in failing to clean up. When an implement stock catches fire the loss is usually very heavy, therefore every precaution should be taken to eliminate all risks.

The average man thinks that there is no use in his worrying so as to help the insurance company swell their dividends. There never was a more erroneous idea, than that the insurance companies pay the losses incurred. They do not pay one penny of them—they merely collect and distribute the funds, and for doing so, and for guaranteeing payment, charge a commission. Yet this property, amounting to vast sums, and representing so much of the productive energy of our people, is absolutely annihilated yearly, and is a tax not upon the insurance companies, but upon those who pay the insurance premiums.

How, then, can the rates be reduced? By the prevention and minimizing of fire loss, because, as before stated, the rates are in most cases the result of the hazard. There may or may not be a superior claim to life insurance, according to how the individual looks upon the question of insurance. In the one case we protect our dependents after death; in the other we protect them not only after death but during our lifetime. Not only that, we protect in that particular, at least, our credit—which is a useful thing on any occasion—and, in case of fire, we protect the greatest asset that a man can have; his commercial honor.

Our Human Relationship

As human beings the various entities and masses who have peopled this earth through the ages have done a good deal. We have successfully established general laws in the fields of mechanics which have given us a great control in the material conquest of Nature. We have studied, experimented and worked to many ends, but in the field of

human relationship, in our conception of human right and obligation, in the nature of social organism, we are scarcely so advanced, in many cases, as were the Greeks, Romans, Egyptians or Chaldeans. By wireless telegraphy we have conquered space and can direct our thoughts through the pathless heavens. By electric development we can do a wonderful variety of different things. All over the world we have postal systems, express trains, huge liners and mighty plows that cultivate virgin acres, yet we cannot cover the world with a system of law.

We talk learnedly of humus and soil values, we erect great agricultural colleges and probe into the mysteries of food growth and composition. Yet we cannot distribute the food of mankind so that the hungry child of the slums can be assured of a cup of milk. We can, by modern chemicals, blow to atoms a section of any city, but with all our modern genius we fail to destroy the monster misery that ate the hearts and souls of those within that section. If the ancients saw our mechanical triumphs of today, a flashing electric light sign or an automobile, they would be paralysed with wonder. Yet in the understanding of the essentials of human intercourse we are little better—in cases not so good—as the desert tribesman who gave us our biblical records. We work each man for himself, and too often our refrain as we labor is: "Am I my brother's keeper?"

The Pace That Kills

The following extract from the British press is a reminder that we take life too strenuously. Careful consideration is of great value in all things!

"After one-hundred-and-fifty-years' careful consideration the War Office has given permission to the Black Watch and the King's Royal Rifle Corps to bear on their regimental colors the honorary distinction 'North America, 1763-64,' in recognition of services rendered during the war against the Red Indians."

In the interests of economy, if only the War Office had meditated another hundred years or so, the Indians might have been extinct and universal peace in vogue.

Ins and Outs

"I'm out for a ride," the autoist cried,

As he hurried away in glee;
Ten miles from town his car
broke down

And "I'm in for a walk,"
sighed he.

Personal

Wiebe Bros., have opened a store in Prussia.

E. G. Green has closed down his business at Montmartre.

R. Cox has opened a retail implement business at Darlingford.

J. H. Drew has discontinued his implement business at Kitscoty.

Coyne & Huffman is the name of a new implement concern at Lancer.

The stock of T. F. Ferguson, Shellbrook, has been sold out by auction.

Alex. E. Flanagan recently opened up an implement business at Abbey.

McFadden Bros., have opened a new implement business at Carmichael.

Crosby & Moses is the firm name of a new implement concern at Caron.

D. H. Lee, Napinka, has sold out his interests at that point to W. H. Madole.

Hutchinson Bros. have commenced a retail implement business at Ettington.

Thomas M. Brown, an implement dealer at Yellow Grass, has opened a branch at Lewvora.

A. W. Fotheringham has enlarged Sceptre by the addition of an up-to-date implement store.

W. J. Burroughs, a dealer at Chaplin, has added to his business a stock of general merchandise.

J. C. Piper is another dealer to break into the business in the thriving town of Swift Current.

D. Douglas has commenced to do business at Girvin. We wish him success at his new location.

P. E. Penner has bought out the implement business at Herbert, formerly owned by John De Fehr.

Two new concerns have opened places of business at Prelate. They are J. C. Evans and Helm Bros.

C. J. Barnes has enlarged the business side of Medora by opening an implement stand at that point.

H. Jamieson, an implement dealer at Neville has admitted a partner—namely Peter S. Glenwright.

G. F. Hogg has commenced an implement business at Moosomin. We wish him success in his new venture.

R. D. Holt has bought out the implement business at Stranraer, formerly carried on by George Babcock.

J. A. & P. A. Stahl, implement dealers at Borden, have dissolved partnership. In the future J. A.

Stahl will carry on the business alone.

W. J. McKenzie has commenced to do business in Lemsford. We wish him luck at his new stand.

B. W. Slack has been appointed assistant manager at the Calgary branch, International Harvester Company.

Hogarth & Heath is the euphonious title that graces a new implement warehouse at Dunblane.

The Municipal Supply Company, Swift Current, are a new organization who deal in road machinery.

The stock of A. E. McElroy, hardware and implement dealer at Bulyea, is advertised for sale by auction.

J. Adair & Son have bought out the implement business at Treherne, formerly carried on by B. A. Carter.

The firm of Adair & Dernchie, Shackleton, have enlarged their business by opening a branch store at Abbey.

D. R. McCrimmon has bought out the implement business at Rosetown formerly owned by Thomas Isbister.

Fred Emerson has enlarged the business possibilities of Kamsack by opening a retail implement store at that point.

Martin & Anderson, implement dealers at Darlingford, have sold out their stock to a implementarian named F. J. Crosby.

Two implement firms at Shellbrook have gone out of business. They were carried on by W. Inkster and T. F. Ferguson.

An implement firm, McAuley & Rooke, have bought out the business at Lang formerly carried on by A. W. Adams.

The firm of Lecky & Blair, Herschel, has been broken up. In the future the first named partner will continue alone.

James E. Gowanlock has enlarged the business side of Dollard by entering the implement business at that point.

Two new concerns recently incorporated in Winnipeg are the Canadian Sarco Company and the Western Tire & Rubber Co.

The Co-operative Brokerage Company, Moose Horn, have commenced to handle implements along with their other lines.

R. W. Humphries, a dealer at Waldeck, has taken a partner into the business. The firm name is now Humphries & Potts.

R. H. Payne, who had a livery stable and implement business at Luseland, has sold the livery business to Sutton & Richardson.

The Herschel Trading Co., in the town of the same name, who

carried on a hardware and implement business, have discontinued operations.

D. N. Buntain, formerly a dealer at D'Arcy, has sold out his interests at that point to a couple of implement men named Little & Easton.

A. H. McKay, Paynton, has discontinued business at that Western point, while in the same town J. B. Swezey has opened an implement warehouse.

The firm of Benson & Bakrud, Neville, has been broken up, the partnership being dissolved. In future H. C. Benson will have sole control of the business.

Bowser & McAllister, an implement concern at Morse, has had a change in ownership. In the future S. O. Bowser will carry on the business alone.

J. R. Silzer, who had a butcher and implement business at McLean, has sold the meat end to G. W. Andrews. He reckons binders pay better than beef.

The firm of Wilson & Keirl, implement agents at the village of Limerick, have dissolved partnership. In the future Charles Wilson will continue the business alone.

Ross Bros., implement dealers at North Battleford, have gone out of business, while in the same town a new dealer has started

operations under the title of Alex. W. Young.

Lloydminster has recently seen quite a few changes among the implement fraternity. Two new firms, Giles & Watts, and R. T. Thibodeau, have opened up, while Lawrie & Co. have gone out of business.

J. M. Buckham, formerly a salesman at the Winnipeg branch of the International Harvester Company, is now promoted to the position of blockman, while J. A. Jacklin has been made an assistant blockman.

Announcement has been made at the offices of the J. I. Case Threshing Machine Co., Racine, Wis., that Frederick Robinson, vice president, had resigned and departed on a trip abroad. No reason for retirement was given.

The Murray Carbon Remover Co., is a new organization incorporated at Winnipeg. They specialize in a preparation for removing carbon deposits from the internal combustion engine, and ought to do a good business throughout the West.

E. A. Mott, the genial Western manager of the Cockshutt Plow Company, has gone on a trip to Europe for three months. We trust that Mr. Mott may have a most enjoyable vacation and that he will return to the West with renewed vigor.

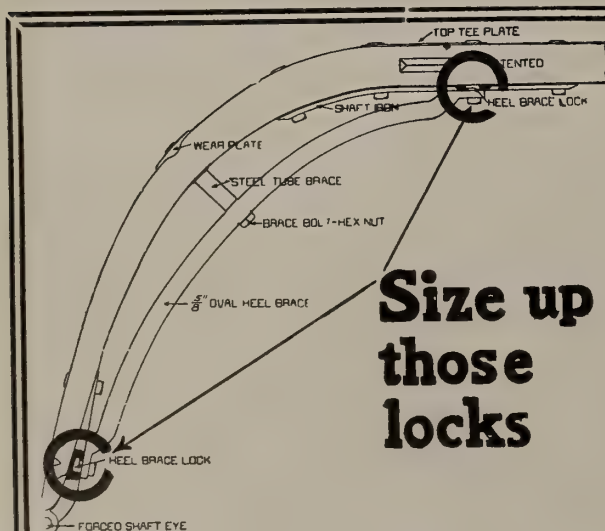
The Imperial Machinery Co., Minneapolis, Minn., makers of the Imperial 40 h.p. tractor, also a shock and hay loader, has been incorporated with a capital stock of \$500,000. The company does a steadily increasing business throughout the Northwest. Alex. Currie, Cando, N.D., is president.

George Carter, has bought a half-interest in the business of J. J. Ruhs, at Audubon, Iowa. The firm name is Ruhs & Carter. George Carter is one of Iowa's best known implement men. He formerly represented the Emerson-Brantingham Co., in Canada for several years.

E. B. Sawyer, president of the Cushman Motor Works, of Lincoln, Neb., has just returned home after spending a few days in Winnipeg. While here he installed Mr. A. E. Donovan as manager of the Cushman Motor Works of Canada. Mr. Sawyer is well pleased with the success of the Cushman goods in the Canadian West.

L. C. Hazlett, formerly branch agent for the International Harvester Co., at Winnipeg, and who has been with the harvester concern and the McCormick organization for the past twenty-two years, recently resigned his post

(Continued on page 21)



**Size up
those
locks**

Why Should You Handle Twentieth Century Shafts? THE REASON WHY

Because any other type has weak points. The Twentieth Century has no weak point.

Look at it! Any willing eye can see and learn its safety and strength instantly.

A special shaft, if you please. Skeleton heel-brace of same bend as heel of shaft. And completely locked at each end, to both T plate and shaft eye.

That's it in a nutshell. Sounds sturdy and secure, doesn't it? It is that.

The weakness of other types: Well, a heel brace with merely lugs at each end is not safe. Nuts come off, you know. Not seldom—often. And without notice. Then look out for trouble with a big T. Heel brace, thus weakened, splits heel. Cold fact, that. No idle statement.

But Twentieth Century Shafts have locks—(locks, not bolts and nuts). These locks are forged at each end of heel brace. Result, perfectly safe. Notice also the lug in center of heel brace taking steel tube and bolt, a very rigid connection with heel.

Lock Heel Braces insure absolute safety.

Brace follows bend of heel, thus eliminates ungainly appearance of all other heel brace shafts.

Heel of shaft is rounded, both top and bottom—neat, tasteful, workmanlike.

T Plate and Double Corner Braces are pressed steel, one solid piece.

Construction of this Twentieth Century Shaft has eliminated all welds—no more trouble due to welds if you pin your faith to it. In fact, no trouble due to any of the weaknesses from which other constructions have suffered.

And don't let this escape you—the forgings on this shaft are all drop forged. Heel braces drop forged with locks at each end and lug in center.

FULLY LEATHERED

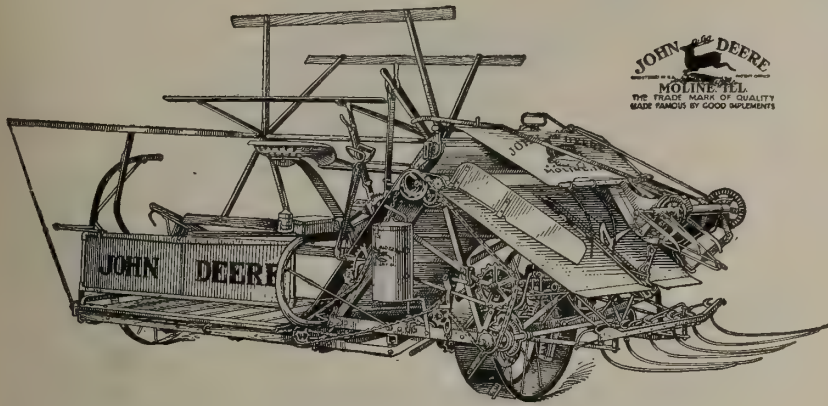
NEATLY PAINTED AND STRIPED

SELL WELL AND STAY SOLD

Supplied in Green, Black and Carmine, with or without Couplers. The Best Shaft at the lowest price sold in the West.

D. ACKLAND & SON, LTD.

Winnipeg, Man.



JOHN DEERE BINDER

John Deere Harvesters

Satisfied customers are necessary to increase and maintain a profitable trade.

The quality of the goods you sell and the service they give in actual use governs your future business.

Your customers are looking for the best in the farm machinery line. With only the best will they be satisfied. Why run any risks? Sell the goods of known quality.

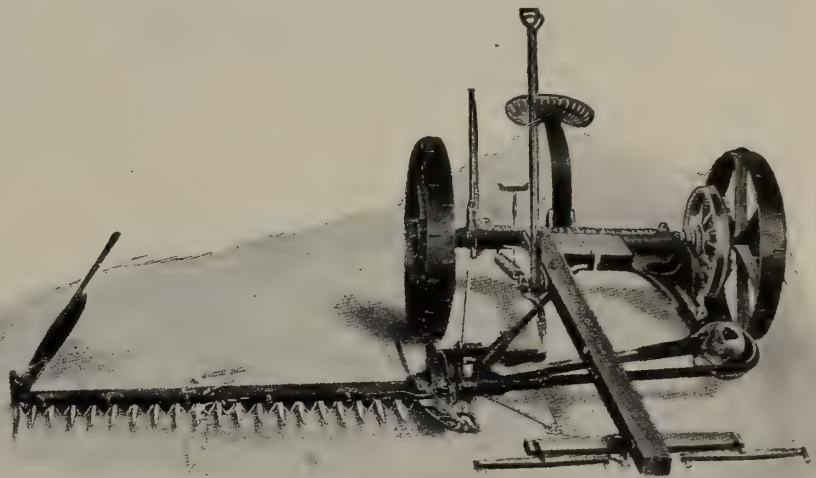
The name "John Deere" stands for the *best* in Harvesting machinery, as well as in plows. The best the market affords.

Dain Vertical Lift Mower

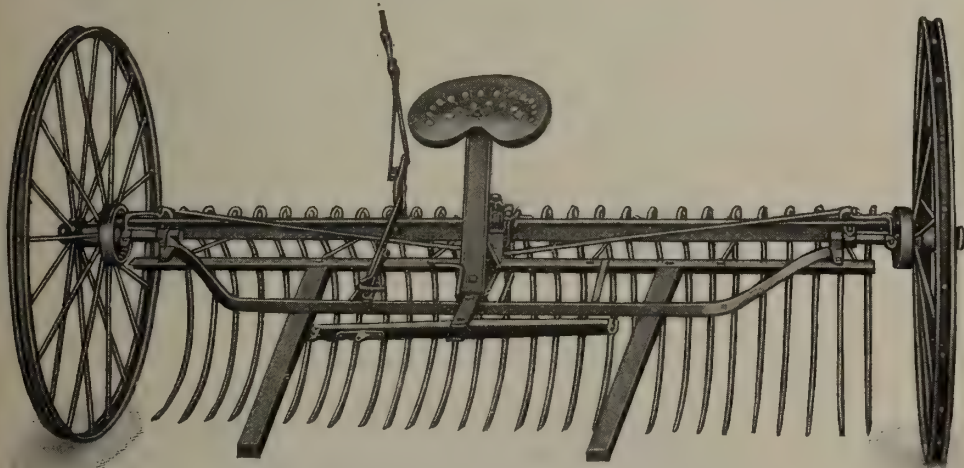
Dain Mowers cut easy and clean at all times. It is the mower with the *compensating gears*—one of the reasons why the cutting power of this mower is greater than any other.

The lifting apparatus is very simple and so easy that a boy can operate it, when turning corners or passing obstructions, without leaving the seat. A large, strong lifting spring does practically all this work. Knife is automatically thrown out of gear as bar is raised.

The "Dain" is in every way a mower of superior design. It is the most profitable mower to sell, because every purchaser will be satisfied.



DAIN VERTICAL LIFT MOWER



JOHN DEERE SELF-DUMP SULKY RAKE

John Deere Self-Dump Sulky Rake

THE SULKY RAKE WITHOUT A RIVAL

Axle stubs give double wear, as they are reversible and interchangeable.

Equipped with two sizes of tooth holders, which will accommodate a minimum and maximum number of teeth, as well as teeth of various sizes. This is a great advantage, as it is not necessary to obtain any extra tooth holders.

Frame is trussed. There is no possibility of sagging. Dump rods of high carbon steel, reversible individually, interchangeable and again reversible, giving four times the ordinary wear.

These harvester tools are built in a "John Deere" factory, which is evidence that they are of the highest quality in every respect and a guarantee of satisfactory field work.

REMEMBER

That farmers consider the best the cheapest in the long run.

That the name "John Deere" stands for the best in the Implement World.

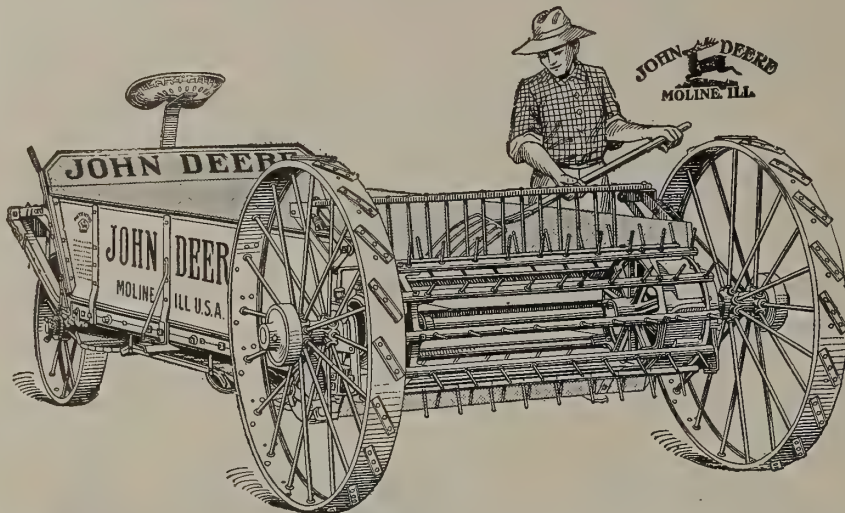
That handling the best line is what wins the best trade.

John Deere Plow Co., Limited

Winnipeg Calgary Lethbridge Saskatoon Regina Edmonton

JOHN DEERE

The Spreader with the
Beater on the Axle



No other Spreader like it

IT IS SO great an improvement, so radically different, and so much more simple than any other spreader made, that after a farmer once sees it, nothing can induce him to buy an old style high up machine.

Below we mention a few of the features the farmers appreciate.

ROLLER BEARINGS

Four sets of roller bearings together with the simplicity of the entire machine make the "John Deere" the lightest draft spreader on the market.

FEW PARTS

Clutches, chains and adjustments found on other spreaders are entirely done away with. A lever at the right of the driver's seat throws the machine in and out of gear. There are 150 to 200 less parts on the John Deere spreader than on any other spreader made.

ONLY HIP HIGH

The top of the box is only as high as your hips. Each forkful of manure can be placed just where it is needed.

BEATER ON THE AXLE

All the driving parts are mounted on the rear axle. Power to drive the beater is taken from the rear axle through simple gears, similar to those used on horse powers.

This construction is patented. You cannot get it on any other spreader.

CONTROL THE SPREADER TRADE

With the John Deere spreader on your sample floor you will have absolute control of the spreader business in your community. It is so different, so far in advance of all other spreaders, that it will appeal to every interested farmer in such a way that they cannot be induced to buy any of the other high up, complicated machines.



K & J Columbus Drag Scraper

Good Roads Benefit the Dealer

The "Good-Roads" movement is sweeping every section of the country. Every municipality is considering this matter.

A good road saves the farmer time and expense in marketing his products. It reduces the dealers cost of doing business. Everybody is interested in this question, as everybody is affected.

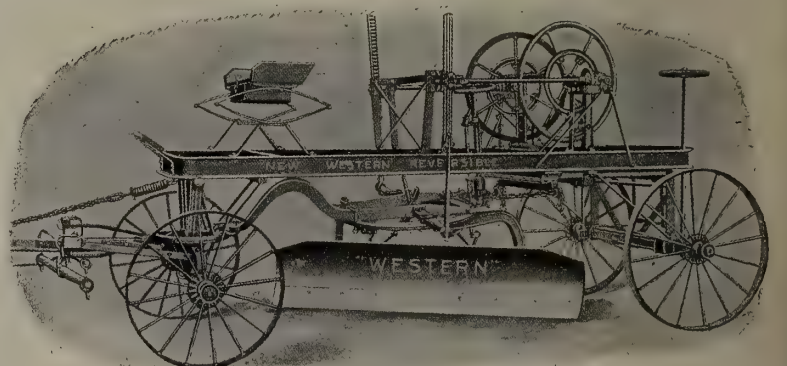


Western Wheel Scraper

Like every other undertaking, in building up a good road, machinery specially designed for this purpose must be used.

With the officials of every municipality considering road improvement work, don't overlook the opportunity of selling the highest grade equipment designed for this purpose.

We carry a complete line of Grading Plows, Drag and Wheel Scrapers, Road Graders and Contractors' Supplies. Get our catalogue.



Western Reversible Road Grader

John Deere Plow Co., Limited

Winnipeg Regina Saskatoon Calgary Lethbridge Edmonton

Personal

(Continued from page 18)

with the organization at Grand Forks, N.D. In the future Mr. Hazlett will devote his time to his personal interests.

On March 31, prior to his retirement from Gray-Campbell Ltd., Winnipeg and Moose Jaw, E. Cahill, former manager of that concern, was met by the staff and presented with a gold watch, chain and locket. Mr. Cahill, acknowledged the gift with feeling, commenting on his happy relations with the different units in the organization during his occupation of the post of manager.

R. E. A. Hansen, for the past six years in charge of the repair department of the M. Rumely Co., La Porte, Ind., has resigned to accept a position in charge of the foreign repair department of the International Harvester Co., with headquarters at Moscow, Russia. Prior to his service with the Rumely Company, Mr. Hansen spent nineteen years in the service of the various companies now included in the International.

The Bull Tractor Company, of Minneapolis, has contracted with the Minneapolis Steel & Machinery Co., to manufacture its tractor for the season, and announces that from May 1, the machines will be turned out at the rate of 50 to 100 a day. The company claims to have taken orders for 11,000 machines. In order to supply the demand, it is stated that orders have been placed for the manufacture of machines at Ludington, Mich., and elsewhere.

Recent press reports say that the Gilbert Hunt Manufacturing Co., of Walla Walla, Wash., have signed a contract with the municipality of Dauntless to build a plant for the manufacture of threshing machinery, feed grinders and other farm implements. The concern will be known as the Dominion Harvester Company, and it is stated that they will also supply repair parts for their product. Various conflicting reports have been issued concerning the location of this factory—we trust that now they are finally settled.

Thos. J. Willoughby, formerly advertising manager for the Flint & Walling Co., Kendallville, Indiana, has resigned to accept a position as production manager of the advertising department of the M. Rumely Co., La Porte, Ind. He is succeeded by J. T. Wilson. Mr. Willoughby has a wide knowledge of farm implement advertising, having formerly been connected with the advertising department of the International Harvester Company.

A Special Threshing Machine Train

The Minneapolis Threshing Machine Co., Hopkins, Minnesota, sent out a unique shipment from their factories on April 25th. This was a special train of seventy-five carloads of threshing machines, destined for Kansas City and St. Louis. The huge shipment was handled in two sections, lying over at Mason City, Iowa, at which point the thresher company have a branch house, until Monday morning, April 27. Stop-overs were made at Albia, Moberly and St. Louis, finally arriving at Kansas City at 5 p.m. April 29. The two trains were bannered and literature containing valuable information to farmers was distributed at each station en route. One car was fitted up with a complete steam threshing outfit, the engine being steamed up and running. Along the entire route great interest was shown in this huge shipment by the farming fraternity.

**Change of Management
Raymond Manufacturing Co.**

On April 18th a change was effected in the management of the Raymond Manufacturing Co., Ltd., Guelph, Ont. The business was taken over by the Trusts & Guarantee Co., of Toronto, administrators of the Kloefer estates. As formerly the company will continue to turn out their well known sewing machines and cream separators. The following officers now head the concern: President, E. B. Stockdale, Toronto; Vice-Pres., W. J. Boland; Secretary, C. S. Hamilton.

A Gallon of Gasoline

If you look at a gallon of gasoline as it lies limpid in a pail or can there is really little to it. But if you give it to a 3 h.p. gasoline engine it has a working propensity that beats any other liquid hollow—including any brand of joy juice ever distilled. Here's what a gallon of gasoline will do:

One gallon of gasoline will pump 2,454 gallons of water from a well 43 feet deep, or 1,720 gallons from a well 159 feet deep.

Will shell 264 bushels of corn.
Will grind 486 bushels of corn.
Will separate the milk from 300 cows.

Will do about 20 weekly washings without wringing.

Will grind about 20 sickles and if harvester is pulled by horses, will cut about 4 acres of grain.

A Specialty



All manufacturing businesses have their own special problems and the binder twine business is no exception.

To successfully cope with these problems, so as to give both maker and seller a fair profit and the user a product of high and uniform quality, is no small task.

Plymouth Twine

The Kind That's Always Good

satisfies both the man who sells it and the man who uses it because *the company which makes it concentrates on the two closely related problems of twine-making and rope-making.*

To have any share in the manufacture of Plymouth products is, as we look at it, far more than a job. With many of us it has become a life work.

Twine-making and rope-making constitute the company's entire business. They form the sole, active business interest of most of us.

We are independent, unfettered.

Think of the efficiency of an organization whose powers are so well husbanded and trained for the work in hand.

Think what this efficiency means to the man who sells Plymouth Twine.

PLYMOUTH CORDAGE COMPANY

NORTH PLYMOUTH, MASS.

Canadian Distributing Agents

W. G. McMAHONRepresenting Lindsay Bros.
WINNIPEG, MAN.**HOBBS HARDWARE CO.**

TORONTO, ONT.

Every Plymouth dealer means a dealer satisfied with his twine connection.

The Ideal of Service

All of us should realize the necessity of service in modern business. It has become a slogan, but often it is no more than mere words. Service. The very word signifies giving, and the idea is as old as the eternal hills. The narrow, blighting curse at the present day among men is the growth of the prevailing idea that one must always be paid for what one does. That we must not stir hand or foot until the crinkle of the dollar bill reaches our ears. If that standpoint is considered for a moment in modern business, it will mean the debasement not only of business but of every man connected therewith. Consider the effect of service from a national standpoint, and this is no new thing for the ancient Greeks had argued out the necessity of national service before ever the development of agriculture was considered.

We talk much, and with loud-sounding phrases, of our wonderful national resources, of the untapped wealth of our soil, the value of our forests and the power possibilities of our streams. We roll our tongues over the words "Opportunity" and "Possibility" even as a glutton smacks his lips

over a choice morsel. But we are prone to forget the other side. Each opportunity or possibility has a twin responsibility, in a national sense.

Our forefathers built the cabins that grew in time into busy cities; they wearily broke the virgin sod of the prairie where to-day countless farms dot the landscape clear away to the shimmering sky-line. By sweat and blood were our opportunities and possibilities purchased, and they have been handed down to us that we, in turn, may hand them to posterity.

We cannot say with any asset, either national or personal, "There is enough here for us and our time. Let us eat, drink and be merry. Let us live!" It cannot be so, for to every right thinking individual the call of the future must come. And that call says: "These are our things that you manage, these are our farms, factories or stores. Together they make up unit parts in our nation; our future, good or bad, is being fashioned by you to-day; helpless are we in the womb of the years to be, and we can but call to you. See that you fail us not—for we are the race of the Future."

Every man of us owes something to the nation, the state and the individual. No man lives unto himself alone—even in modern business. It means service, constant unceasing service, and with that service ever must run some measure of self-sacrifice. The only real glory of life exists in service, and if we are heir to a wonderful national heritage we can only repay the fact by both preaching and practising the ideal of true service. It may be a hard road—Christ found it so. For Him it lead from a lowly manger to the Cross. But the example lives with us—the necessity of living for others so that we may attain true happiness.

Gives Million to Charity

That James Deering of the International Harvester Co., has given \$1,000,000 to Wesley Hospital for charity work was announced by President Lowe of the hospital board of trustees. The gift is in memory of William Deering, father of the donor and Mrs. Abbe Deering Howe, James Deering's sister. The hospital was founded by Mr. Deering's father, the pioneer harvester manufacturer, who during his life made many bequests to the hos-

pital, donating all the land and about one-half of all the funds used in the erection of the hospital. Only the income from the million dollars is to be used.

A Binder 29 Years Old

J. E. McMichael, a farmer near Vermillion, Kansas, has in his possession a binder which has been in continuous use for 29 years. He purchased it in 1885, and it is still in good condition for he intends to cut his next crop with it. The International Harvester Co. heard of the binder and have written the owner asking him to sell it. In the event of purchasing it the harvester concern will exhibit it at the San Francisco Exposition. Such longevity on the part of farm machinery is unpardonable—and is damaging to trade!

Life and Labor

Without labor man would rust out; the best part of him would degenerate; every faculty would wither away.

The man who puts into his daily work only the sullen acquiescence of the bondsman, can cherish naught but the bondsman's hopes.

Announcement

FOR the past three years we have realized, that in order to have our line complete, we should add a line of Gasoline Engines.

We could not be satisfied with any but THE BEST, and in order to get what we considered the

Best Gasoline Engines on the Market

we were compelled to wait.

Now we want it known that we have a contract with the manufacturers of the

Stickney Gasoline Engines

giving us the exclusive sale of these engines in Manitoba, Saskatchewan and Alberta. We will carry a stock of all sizes from

1 $\frac{3}{4}$ H. P. to 20 H. P.

and also a complete stock of repairs and extras.

We are therefore in a position to make prompt shipments.

All Orders should be sent to us Direct.

The Maytag Company, Ltd.
Winnipeg Manitoba

Lightning Rod

Agents Wanted



Write at once for territory and prices of our copper covered steel centre Lightning Rod.

Our Guarantee, which is sent with each order, helps to sell the rod, as it is backed by the oldest established business of this kind in Canada.

Lightning Rod Agents can make a lot of money by handling a good rod, made by a good Canadian company with a reputation.

Hamilton Brass Mfg. Co., Limited

Hamilton, Ont.

Successors to

The Globe Lightning Rod Company

A Branch House Football Team



YORKTON I H C FOOTBALL TEAM 1913

Top Row—L. G. Mackenzie, Sec.; J. W. Lightbody, Manager; J. A. Tanner, Pres.; G. E. Terpena, Vice-Pres.
2nd Row—L. A. Wylie, Capt.; R. E. Coupland; P. Atkins. 3rd Row—W. F. Wallace; Carley Pinkerton, Mascot;
Jas. Gambel; Jas. Thomson. 4th Row—Ed. Wallwork; G. Watson; P. Cowley; H. G. Moodie; E. King.

No, Friend Dealer, this is not the inauguration of a sporting section. 'Tis but the facsimile of an excellent photograph of the football team of the International Harvester Company's Yorkton branch. The gentlemen, with hats on, in the back row, who we presume have on pants of the usual length, are well known to most of us, and it speaks well for the whole-hearted co-operation that is a feature of all I H C branches to see them back up the boys.

Yes, sir, and the latter are a sturdy looking bunch. They look as though they can make an excellent show at association—the football kind, or the business

quality. You can bet that when these husky forwards get a good run they have about as much driving power with them as has a Mogul or a Titan. Handling tractors is fine for developing the muscles for a throw in from the touch line. Also we believe that a good collector can become as expert a ball chaser as a note chaser. The little 2 h.p. half back in the second row from the front has a smile that should make him a mascot salesman, when he thickens and lengthens a piece. Good luck during the 1914 season, you boys of the Yorkton I H C, F.C.; may you get lots of fun, lots of goals and

lick every eleven you meet. Line up for the kick off!

Binder Twine for Export Without Labels

Recently the Minister of Trade and Commerce, presented a resolution to the House at Ottawa asking that the inspection and Sales Act be amended so that binder twine manufactured for export could be sold unlabelled. Mr. Foster, the minister, explained to the House that foreign dealers in binder twine, especially in Russia, did not want the makers' label to be on the twine.

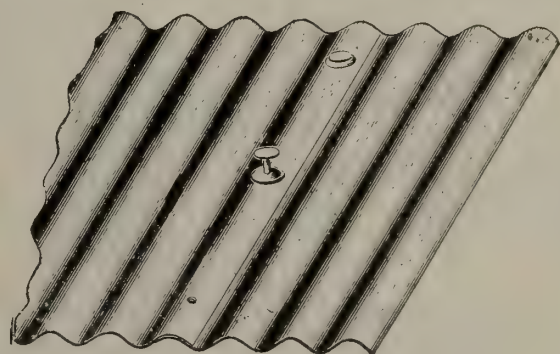
In Canada, under the Act, makers had to label their product in such a manner as showed the name of manufacturer and length of twine. He explained that his Bill would still compel twine sold in Canada to be labelled, but that all twine for exportation would be exempt from this regulation. The new bill also provides a heavy penalty for the sale of non-labelled twine in Canada.

The Hon. George Graham agreed with the resolution, maintaining that Canada did not get her fair share of export trade, because Canadian manufacturers would not adapt themselves sufficiently to foreign trade requirements.

The Bill founded upon the resolution was then read.

CORRUGATED IRON

GALVANIZED OR PAINTED



In Sheets 27½ inches or 33 inches wide. 6, 8, or 10 feet long

The ideal covering for all classes of Farm Buildings

Economical Durable Lightning Proof

You can sell this material to your customers and know that they will be satisfied.

Write for our proposition which will enable you to make a nice profit.

Winnipeg Ceiling & Roofing Co., Ltd.

WINNIPEG

P.O. Box 2186 G

MAN.

Our Portable Granary is the best on the market

Mr. Implement Dealer

Give Comfort to your Customer and Profit to yourself by selling

LLOYD'S Low - Down

Suspension Spring **WAGON SEATS**

The Wagon Loaded

Going Home

THIS is the fastest selling specialty that any dealer can handle. With it the farmer can ride in a wagon with more ease than in any buggy. The Lloyd Spring Wagon Seat is light, strong and durable. Set low, it protects the driver from the wind, gives complete control of the team, and appeals to every farmer by its adaptability and reasonable cost.

For full particulars and price write the

WAWANESA WAGON SEAT CO. Wawanesa, Manitoba.

Study the Curve

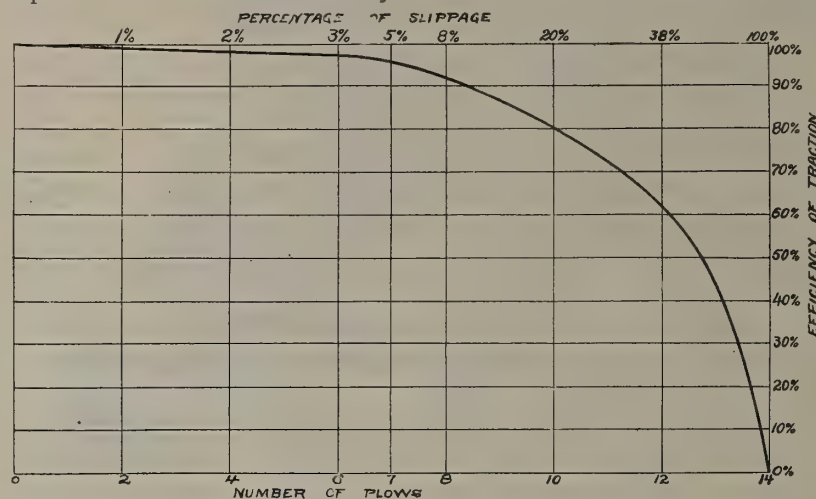
A Graphic Representation of Traction Efficiency Resulting from Practical Tests and Experience.

It is a well known fact that a certain amount of slippage occurs when a tractor is pulling a load. Assuming fair, average conditions of soil and a 20,000 pound tractor, the percentage of slippage does not increase rapidly as we add plows, until we reach a critical number of plows. Then the percentage increases in a much more rapid ratio, until 14 plows stall the tractor, so that the drivers turn around without any forward movement of the plows. In other words, the tractor slips its drivers without moving, and the efficiency of traction is 0 per cent.

This decrease in tractor efficiency is graphically shown by the curve shown herewith. The percentage of slippage is shown at the top, and the number of plows causing such slippage at the bottom. The efficiency of traction is shown at the right. By this we mean the percentage of power delivered to the drivers which is actually being used to move the plows forward. The difference

between any percentage of efficiency and 100 per cent, represents the loss due to slippage.

With two plows, the slippage is 1 per cent. Then the efficiency



ASSUMING A 20000 LB TRACTOR WITH STANDARD CLEATS IN AN AVERAGE FIELD, THE ABOVE CURVE REPRESENTS THE PERCENTAGE OF FIGURED OR THEORETICAL SPEED WHICH WILL BE MADE IN PRACTICE WITH DIFFERENT NUMBERS OF PLOWS.

of traction is 99 per cent. The wheels lose but one turn in 100. With 8 plows, we have a slippage of 8 per cent. The drivers move forward 92 revolutions and slip

8 out of each 100. The ratio then changes rapidly and the slippage with 10 plows becomes 20 per cent, and one out of five turns of the drivers is wasted in tearing the soil beneath the drivers. Only 80 per cent of the power is used to pull the plows forward. When 14 plows are hitched on, the tractor spins the drivers, and

Modern Business Men

A transaction where both sides are not benefitted is an unfair deal.

The modern merchant knows that he cannot make money on one transaction, and that every sale must pave the way for further sales.

He knows that he gets his trade from his friends; his enemies will not deal with him.

Therefore he must sell his goods in friendship and understanding.

The modern store is a leader in taste. It stands for economy, for color, proportion, harmony and happiness. It brings from the far corners of the earth the products of the loom, workshop and studio. It displays these goods so that the public may examine them—compare, weigh, analyze, sift, decide—and make them their own if they wish. Owners who run a business but to make money—who do not consider service and happiness—neither make money, nor do they last.

The modern business man has taught us these five things:

1. The value of honesty as a business asset.
2. The excellence of commerce as a civilizing influence.
3. That the interests of proprietor, public and employee are mutual.
4. That art, ethics, economics and education should move forward hand-in-hand.
5. That business righteousness is simply common-sense and self-preservation.

Trade Paper Publisher Retires

C. W. Smith, formerly publisher of the "Implement Age," Springfield, Ohio, has sold his interests in that journal. In the future he will devote his entire time to the publication and promotion of Farm Engineering, a new farm power monthly. Mr. Smith bought the Implement Age in 1910 from the Ware Bros. Co., Philadelphia, Pa., and moved the publication to Springfield. His retirement will in no way affect the company's policy.

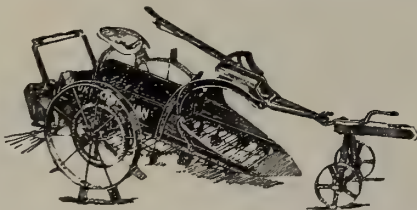
MONEY IN POTATOES

and consequently, money in potato machinery.

Farmers recognize the profits of potato growing and the stability of the market for potatoes as an opportunity they should take advantage of. More potatoes are grown every year.

This creates a demand for potato machinery that means money for YOU. Investigate the

O. K. CANADIAN POTATO MACHINERY



before all territory is taken. Look into the advertising we are doing and the way we help you to make sales, and you will know that you should handle the O.K. Canadian Line.

Write for Catalogue and Prices

Canadian Potato Machinery Co., Ltd.

Galt Ontario

Mr. Dealer

There is nice money to be made by handling

Luther Tool Grinders

Equipped with Dime Grit sharpening wheels, 10 times faster than Emery. Will not draw the temper of the finest tools: 32 styles, all sizes. Write for Catalogue No. 30.

Manufactured by Luther Grinder Mfg. Co. Milwaukee, Wis.

Sole Representative Manitoba & Saskatchewan

A. W. Johnston, 66 Notre Dame Ave. E., Winnipeg



Luther Hammer Grinder No. 271

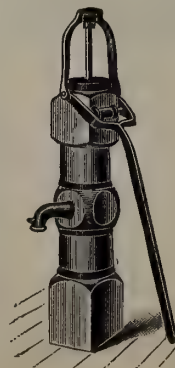
Mr. Dealer

Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order
Brandon Pump & Windmill Works

Brandon Man.



The Utilization of Straw

It may be that there is, in modern agriculture, no more worthy slogan than that of "Better Farming." This is due more than aught else to the fact that year after year many a farmer sees his farm producing smaller and smaller crops. Decreased production per acre must awake in the mind of every farmer the imperative necessity of increasing the fertility of his soil, and of maintaining that fertility if he hopes to get a fair return for his time and labor. It is axiomatic that the difference between profit and loss in agriculture is too frequently represented in the decrease in soil fertility.

We are all well aware of the time-honored method of firing the straw stack, but how often is it considered that for every ton of straw burned we deliberately deprive the soil of \$2.50 worth of fertility. It is safe to say that in few branches of agriculture are there so great and heinous a leakage as is revealed in the practice of straw burning. Thousands of farmers realized that their straw should be returned to the soil, but they burned it simply to evade the old, back-breaking method of scattering it by hand. That this is no longer necessary we will clearly outline later in this article.

Consider how the farmer in the United Kingdom utilizes his straw. Firstly it is used as litter for his stock, then, impregnated with manure it is stored in manure piles, every atom of which is carefully spread over the fields by hand or by the aid of our modern manure spreaders. But the mere idea of simply burning the waste straw in a mass would turn gray the hair of the careful and economical farmer of the countries where intensive farming is necessary.

The maintenance of soil fertility is as important a factor in Western Canada as is the problems connected with the growing and marketing of our grain. To any man who has travelled must come the vivid recollection of how, in the older East, he has passed farm after farm, desolate, abandoned, a continual warning of the fate that will assuredly overtake the farmer in the West who continues year after year to crop his land without returning at least a part of the nourishment to the soil.

Agricultural colleges and experts have fully proven to the satisfaction of all the great error committed when a farmer burns

his straw, deliberately robbing his soil of the essential nitrogen, phosphorus and potash, whereas, if he returned the waste straw to the soil, he would increase its humus content so that good plowing, harrowing and levelling would prepare a perfect seedbed for the seasons crops.

The growing crop craves nitrogen, and if the soil is deficient in humus it is most likely lacking in that important essential. And nitrogen is as important to the growing plant as is gasoline to the movement of an engine. It is owing to the lack of humus that fields wash, and the running off of the the water bears with it the surface soil. Hence, even in the West, we see fields which are worn out—not because crops have utterly exhausted the fertility, but because the rich surface soil has been washed away. Humus acts as a binder. It absorbs water and holds the soil together even as hair does in lime plaster. It likewise holds the soil in a cohesive state against the stripping action of wind. Many of our Western wheat lands are starving for lack of humus, and too often it is due to the failure of the farmer to supply the necessary soil constituents to these areas.

What, then, can be said to be the damnatory epic of the straw-pile? It is burned up so as to be got rid of. The best part of the straw, the organic materials, are converted into volatile gases, resulting in a complete loss to the farmer so far as fertilizing value is concerned. All that is left after the pile has disappeared is a heap of ashes, among which are the gray phantoms of burned dollar bills.

We have solved the problem of manure spreading by the machine that does the work more quickly, less laboriously and infinitely better. Even so, if we are to get the best results we must spread our straw also by some practical mechanical means, by some method which will eliminate weary labor and unsatisfactory results. This means seems to have been supplied to the fullest degree by a machine called the Simplex Straw Spreader, made by the Simplex Spreader Co., of Kansas City, Mo.

The principle involved in the construction of this machine is entirely new, having no similarity to the old-fashioned rotary cylinder commonly associated with spreading mechanisms. Power is obtained by sprocket wheels attached to the rear wheels of the wagon. From

these a chain drive operates bevel gears that, through bevel pinions rotate vertical shafts which propel twelve horizontal forks that turn in opposite directions, that is from the center toward the outside, spreading the straw evenly over a space of from twelve to twenty feet, according to its condition. This spreading attachment can be affixed to any wagon, or removed, in a few moments.

On an ordinary hay frame a big load can be spread in from seven to ten minutes. Such is the design that the machine cannot clog, for the revolving forks handle all the straw that can be fed to them. A conveyor brings the straw back to the distributing forks.

In localities where light soil is the rule, and blowing common, a

layer of straw early in the fall is a sure preventative, but possibly the most suitable time for straw spreading is immediately after seeding. The straw then serves as a mulch to protect the young grain from violent winds, and also conserves the moisture. With these machines—and their cost is said to be remarkably reasonable—the farmer should have little excuse for straw burning and its attendant waste of soil fertility. Straw matter plowed under when decomposed aids the soil in resisting the passage of water to the surface, where it is lost by evaporation. Here is where humus is essential with its power to liberate phosphoric acid—in this form a most valuable plant food.

Someone has said that "he is

(Continued on Page 28)

The Inter-Provincial Fair BRANDON, MAN.

July 20th to 24th (inc.), 1914

\$50,000.00 IN PREMIUMS AND PURSES \$50,000.00

Manufacturers are invited to make exhibits. No charge for outside space. Machinery display space is high and dry—no trouble with wet grounds. Every manufacturer should be represented at this, the greatest farmers' fair in Canada. It's where you meet the buyer.

WRITE FOR PRIZE LIST

Single Fair and Excursion Rates on all Railroads

J. S. Gibson
President

Wm. Nichol
Vice-President

W. I. Smale
Sec. & Manager

More Money for Implement Dealers

It is an easy thing to sell Hail and Fire Insurance to Farmers.

They have to have it.

Our contract is most liberal. Write to-day for particulars.

The Canada Hail Insurance Company

AND

The London Mutual Fire Insurance Company

are well known for prompt settlements and fair adjustments.

Every farmer in your territory is a prospect and our advertising makes it easy for you to close policies.

Matthews, Wrightson & Co. (Canada), Ltd.

GENERAL AGENTS

720 Union Bank Building, Winnipeg, Manitoba

Cushman Engines in Australia

The accompanying illustration depicts the 4 h.p. Cushman farm and binder engine in use upon the wheat fields of Australia. These light weight throttle governed engines, successfully attached by brackets to the rear of the binder operate the mechanism independently of the bull wheel and the power exerted by the horses. The horse merely pulls the weight of the mechanism, no driving power for the elevating and binding integrals being necessary—eliminating thereby a great strain in the haulage of the machine. It is claimed that two horses, with one of these engines attached, will cut a larger acreage with less effort than four horses without the engine. Throughout the wheat-raising areas of the world these engines are to be found in successful use, and hundreds of Canadian dealers and farmers can testify to their success in the Canadian Northwest. It is of special importance to the farmer that the engine can not only be used for adaption to the binder, but also for any other power work such as pumping, elevating, grinding, etc., throughout the year. This makes it a very valuable asset to the farmer. Full information concerning these engines will be supplied any dealer who will write the company at their Winnipeg address, 288 Princess Street.

Manitoba Provincial Plowing Match

On June 24th, 1914, the Provincial Department of Agriculture, along with the Portage Plowing Association, will hold the Provincial Plowing Match at Portage la Prairie. To this event the railway companies give their aid, rates of fare and one-third for the round trip being given on June 23rd, 24th and 25th. The railroads will also return free of charge all outfits shipped for competition at the match.

Six silver cups, two gold medals and \$1,200 in cash prizes are offered for competition, the largest prizes list ever offered in Canada for a similar event.

Preceding the Provincial competition some 40 local plowing matches will be held, consequently the victors at these ought to congregate for the greater honors. It is evident that the noble art of plowing is increasing in public interest every year, for, in the past three years, the number of plowing matches held in Manitoba have been as follows: 1911, 5 matches; 1912, 8 matches; 1913, 33 matches. The first provincial plowing match to receive the

support of the Department of Agriculture was held, July 8th, last year on the Indian School Farm at Brandon. At that event 112 horses were employed.

Tractor Exports Improving

The Hart-Parr Company has just received a nice order for tractors from its Russian representative, the Halfferrich-Sadet Co., of Charkow, Russia. These tractors are to be shipped through the port of Libau to Charkow, and will be disposed of to big wheat farmers in the Czar's domain. In 1912, the Company enjoyed a large European business, which was somewhat curtailed because of the Balkan war. The Old World financial interests were heavily involved in this

Success in Salesmanship

For years men have asked for a plan whereby they might be certain of success of salesmanship. There is no set form. No man can teach another the rules that will apply to every case. A man learns to write by writing. A man learns to talk by talking. A man grows strong by exercise. Then how else but by selling is a man to learn salesmanship

It is possible to teach a man the rudiments. For instance, it is not polite to approach a buyer when one is frowsy, dusty and tired. The tyro in the selling game knows that he is at his best when he is spick and span and fresh. There are no mysteries to those who want to

line will shortly cost 40 cents a gallon. This scientist also stated that at the latter price alcohol would become an active competitor to gasoline for power purposes. He estimated the present production of gasoline in America to be 25,000,000 barrels of 42 gallons each, which was insufficient for our industrial needs. To replace this amount of gasoline by 96 per cent alcohol made from corn would require 450,000,000 bushels annually.

England Will Hold Tractor Trials

In the fall of 1915, the Royal Agricultural Society of England will hold trials for agricultural tractors and power plows. In England the future of the tillage



The Cushman Binder Engine at Work in Australia

strife, but matters are again becoming normal and commercial conditions are rapidly improving. As a result, the officials of the Hart-Parr Company believe that this order is the forerunner of increased export business to Russia and elsewhere.

Prizes for Kerosene Motors

The Automobile Club of France offers prizes for the most efficient kerosene motors undergoing a series of trials which will commence October 1st, 1914. The entrance fee was \$30, the entries closing April 1st. Entries at double fee will, however, be accepted up to July 1st.

Motors entered must be 4-cyl. engines, of 20-30 h.p., weighing not more than 33 lbs. per h.p., everything included, except fuel and oils, also tanks. Four bench tests will be made, at full load, half load, half speed light and half speed loaded. The amount of fuel will be taken. Various other tests will be held. The first prize is \$10,000; the second, \$2,000; the third, \$400.

know, who will apply themselves diligently to the things not set down in books. Everything is possible to the man who keeps always in the mind the progress he and others have made, who steps from one piece of knowledge to another, who is never content.—Milton Bejach.

Plowing Tests in Egypt

A series of tests were recently carried out by the Khedivial Agricultural Society at Ghezireh, near Cairo, Egypt. The tractor used was a 50 h.p. compound steam engine, using superheated steam. The engine, pulling eight bottoms, completed two acres in one and one-half hours, plowing eight inches deep. One hundred gallons of water and one hundred and fifty-two pounds of coal were used.

Gasoline at 40 cents per Gallon

At the convention of the American Chemical Society, Prof. B. T. Brooks declared that gaso-

machine depends largely on the quality of the work it does. Good plowing is considered essential, far more so than we think of it in Canada. It is thought, by English authorities, that a simple and reliable motor plow should have a ready market among the small farmers. The trials, as outlined by the R.A.S.E., will probably include, in addition to direct plowing tractors, such mechanical aids as cable tractors, cable gears, motor plows and digging machines.

True Courtesy

Courtesy means keeping your troubles to yourself. And yet a good many people who would apologize profusely for stepping on another's corns, or even stumbling against him, will not hesitate to pelt him with a recital of so many miseries that at its conclusion he feels inwardly bruised and sore. If politeness forbids our causing another any physical discomfort, it doubly forbids making him miserable by loading him down by the story of our troubles.

Implement Inquiry for Saskatchewan

The Government of Saskatchewan has instigated an inquiry into the conditions of selling farm machinery, with a view to introducing, if necessary, legislation dealing with the question. Following on a promise made during the last session the Government at Regina have appointed five gentlemen who will act as a Commission of Inquiry. These are: Mr. Justice Newlands; Mr. Justice Lamont; Hon. A. Turgeon, Attorney-General; Hon. W. R. Motherwell, Minister of

Agriculture and J. A. Maharg, president of the Saskatchewan Grain Growers' Association. The commission will hold sittings during the summer at various points throughout the province, when they will take evidence from parties as regards the vexed question under consideration.

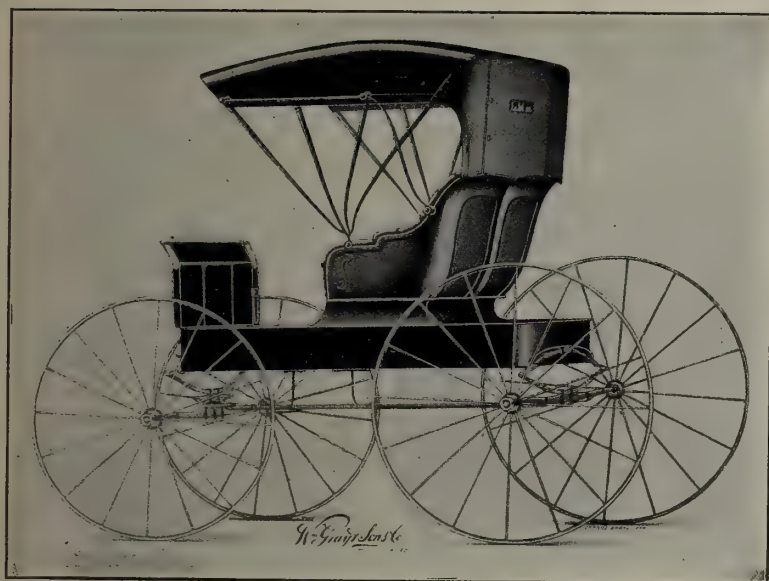
Legislation has now been brought to bear upon the sale of farm machinery in all three of the Prairie Provinces; firstly Alberta, then Manitoba—and now Saskatchewan. We can only trust that the future will bring to a harmonious close this acrimonious

discussion, with a full measure of fairplay to all concerned. So far the implement agent and the implement dealer has borne the brunt of the wordy warfare, but there are two sides to every question. The progressive policy in agriculture is an excellent sign of the times, but too often the man who may be fully acquainted with the cost of raising one bushel of wheat has little or no idea of the cost of producing and distributing the simplest farm machine. Imaginary profits that loom large in the eyes of the laymen are often utterly imperceptible to the

production engineer, and beyond him to the selling organization of any farm machinery concern.

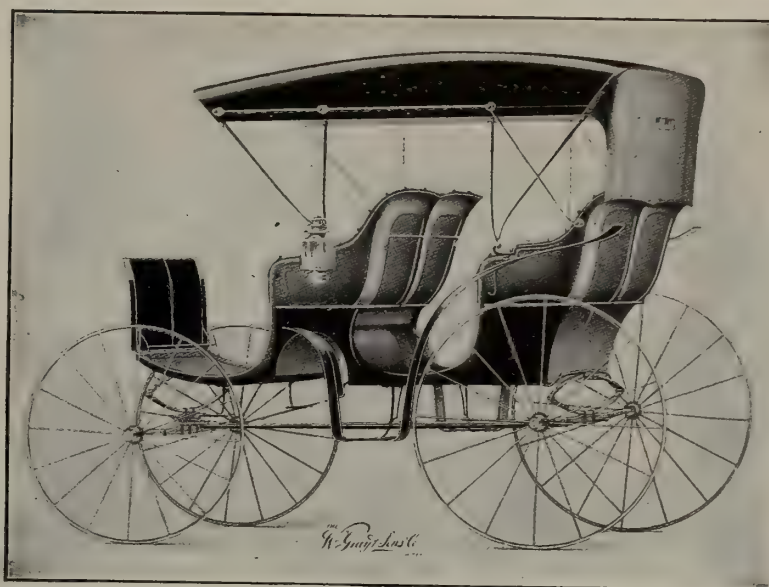
Reductions on Implement Rates

The reductions in the rates from Eastern Canada and Fort William on agricultural implements are per car of 20,000 lbs., as follows: Broadview, \$4 per car; Regina, \$6 per car; Moose Jaw, \$2 per car; Saskatoon, \$8 per car; Swift Current, \$6 per car; Medicine Hat, \$8 per car; Gleichen, \$10 per car; Calgary, \$10 per car; Edmonton, \$10 per car; Lethbridge, \$12 per car.

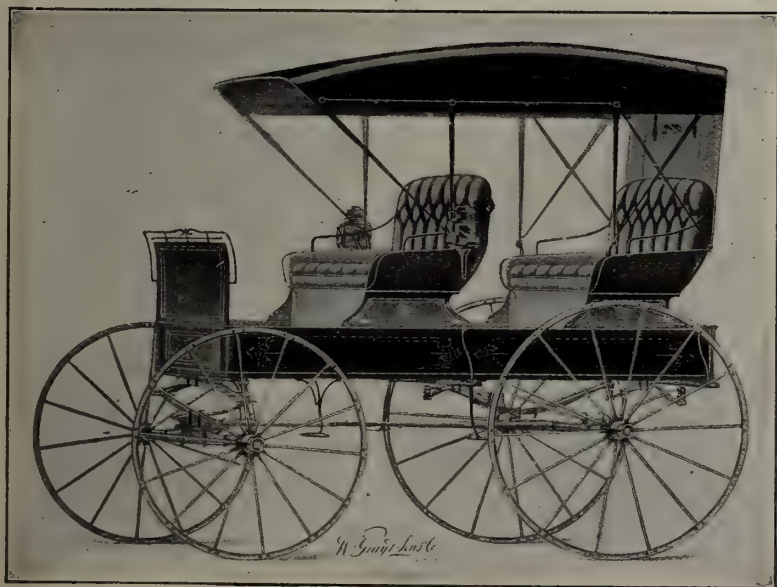


No. 530, Steel-Seated Buggy

O
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A
D
E
R
S



No. 510, Steel-Seated Surrey



No. 288, Top Democrat

Dealers,
Write
for
our
Complete
1914
Catalogue



The Chatham Kitchen Cabinet

Three vehicle leaders shown are selected from over sixty displayed in our 1914 Catalogue.

We carry three different models of up-to-date Kitchen Cabinets, also three types of Farm Scales, varying in capacity from 1,000 lbs. to 12,000 lbs.

We have 800 Agents selling our goods in every Town and Village in Western Canada between Port Arthur and Vancouver

GRAY-CAMPBELL LIMITED

HEAD OFFICE: MOOSE JAW, SASK.

Branch Warehouses at

Winnipeg, Brandon, Saskatoon, Moose Jaw, Calgary, Edmonton and Vancouver

THE UTILIZATION OF STRAW (Continued from Page 25)

a wise farmer who can see and appreciate that the silent forces, by timely direction and control, may be made to minister to his wants and to change toil to healthful, inspiring, intelligent work."

Soil blowing on thin, sandy or overcropped land can be prevented by spreading straw to cover new seeding and young wheat. Straw won't blow or drift, but has a tendency to anchor itself and holds the grain. Many farmers have saved their entire crop in this way, besides leaving a mulch which conserves moisture and furnishes fertilizer value.

To maintain the original fertility of the soil is not a hard matter, but to increase the fertility it is absolutely necessary to use every means possible and to utilize all the forces at hand.

The "silent forces" of straw, manure and other vegetable matter plowed under will aid in giving a bountiful harvest to the farmer who plows and plants and harvests with his brains.

Annual Meeting, Rumely Co.

At the annual meeting of the M. Rumely Company, La Porte, Ind., the following directors were elected: I. de Bruyn, C. S. Funk, J. H. Guy, Wm. H. Mason, M. R. D. Owings, James A. Patten, F. J. Powell, E. A. Rumely, F. W. Shibley, Elisha Walker and H. H. Wehrhane.

The directors elected the following officers: President, C. S. Funk; financial vice-president, J. H. Guy; operating vice-president, M. R. D. Owings; treasurer, E. Scott; secretary, C. P. Holton.

Power of Windmills

The work done by a twelve-foot windmill of the most efficient make in a strong wind was shown to be but a fraction of a horse power by tests. The results of these tests were published in the Kansas University Quarterly, April, 1897. The useful work done in a twenty-miles-an-hour breeze was 0.332 horse power; in a twenty-five-miles-an-hour breeze, 0.397 horse power; and in a thirty-miles-an-hour breeze, 0.417 horse power. A sixteen-foot mill generated only 0.644 horse power in a thirty-miles-an-hour breeze.

Selling Washing Machines

The washing machine is a side line that is always in demand, but especially so during spring and summer. It may seem a small

proposition after selling large implements, but it is nevertheless a valuable side line to the dealer who pushes the sale of this help to the housewife. The farmer's wife is not slow to admit that she has as good a right as her husband to take advantage of modern labor-saving machinery. For the farm with an engine the power washer is rapidly coming into favor. The progressive farmer is not slow in taking the opportunity to lighten the work in his household, and make his wife less of a drudge.

The dealer who gives his attention to the demonstrating of washers to his trade will find that there is money in it. He can induce farmer's wives to visit his place of business by advertising in the local paper, and by displaying washers in his windows. Many customers, it will be found, are not aware of the labor-saving qualities of some of our modern washers, and owing to this fact, a practical demonstration is a great aid to making sales.

A Stone Share Found

Down beside Weatherby, Missouri, the other day an old farmer found a stone plow share. Report hath it that the share is polished, weighs about ten pounds, and is of wedge formation, some twelve inches long. Holes were made at various points in the side to hold it in place on the plow frame. We ought now to be treated to a controversy between the advertising departments of the various plow concerns as to which factory the share originally emanated from.

Have Pride in Your Premises

Be proud of your implement store. Believe in it. Believe that it is the best store in your town.

FRAZER AXLE GREASE.



Not affected by Heat or Cold.
Highest Awards at Centennial, Paris and World's Fair.

MANUFACTURED BY FRAZER LUBRICATOR CO.,

Factories: St. Louis, New York.

NICHOLSON AND BAIN, Agents,

WINNIPEG, MANITOBA.

Believe that you offer the best goods, the best service, the best everything. That's how you ought to feel and how you must feel if you intend to win out. Forget competitors. Forget the stores you hear about, better prices and better quality. Forget them, as far as the customer is concerned. Make little if any comment, but work so that your store may be pointed out as the "best" in your community.

Rather Contradictory

The Winnipeg Telegram deserves a life subscription from all the implement journals in America, for perpetrating the following report in its issue of April 22. Under the caption—"Serious Fire at Gleichen"—it said:

GLEICHEN, Alta., April 22.—Twelve horses and \$30,000 worth of implements were lost in a fire which destroyed the Sarnia Livery stables here last night. The total damage is fifteen thousand dollars, partially covered by insurance.

There must be some \$15,000 worth of implements wandering around on the prairie somewhere—lost! Any dealer who comes across them might direct them to the trail leading back to Gleichen.

A Word for the Lightning Rod

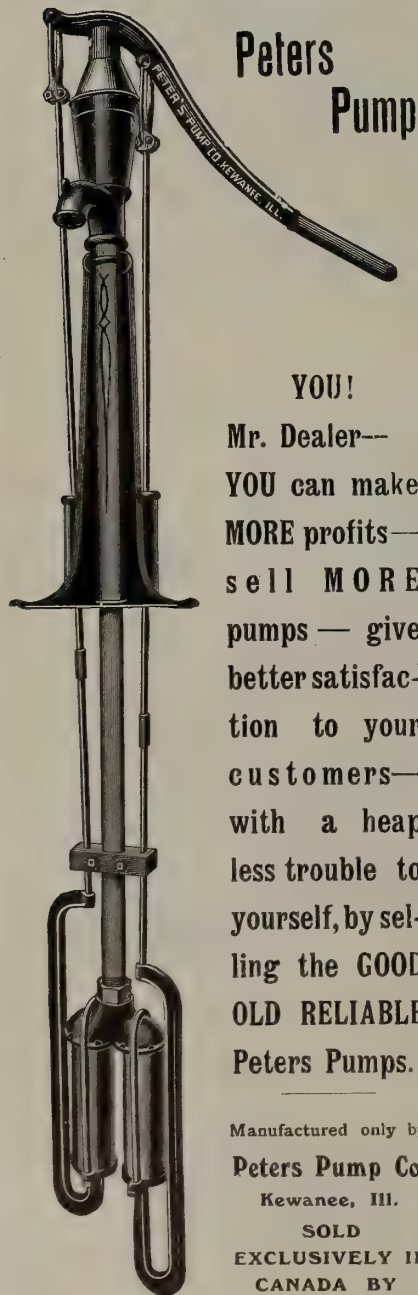
Harrison Parkman, a fire marshal in Kansas, endorses the lightning rod and has figures to uphold his argument: "Last year 174 fires in Kansas were caused by lightning, resulting in a loss of \$230,576," Mr. Parkman says. "In 111 cases there were no lightning rods, the fire loss was \$206,119. Only nineteen fires were reported where the buildings were rodded, the loss was \$2,596. In fourteen cases the reports did not specify whether or not lightning rods were attached to the buildings."

Scarcity of Rural Help in England

Official statements made this spring in England report a scarcity of skilled men in many counties. All classes of farm laborers seem scarce, especially of good drainage men, who can earn as much as \$2.25 per day—excellent wages for the United Kingdom. The rate of wages quoted as offered at hiring markets were \$4.50 to \$5.25 weekly, "with free perquisites of a house and 1,000 yards of potatoes planted." Considering the price we pay for the humble "spud" in this city, that 1,000 yards looks to us a great inducement to go "back to the land."

The Only Original

Peters
Pump



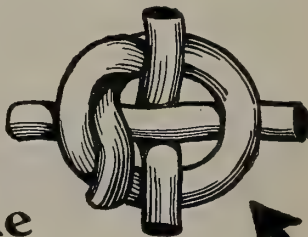
YOU!

Mr. Dealer—
YOU can make
MORE profits—
sell MORE
pumps— give
better satisfac-
tion to your
customers—
with a heap
less trouble to
yourself, by sel-
ling the GOOD
OLD RELIABLE
Peters Pumps.

Manufactured only by
Peters Pump Co.
Kewanee, Ill.
SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope-Anderson Co., Ltd.

Winnipeg, Regina, Calgary, Saskatoon, Brandon, Swift Current, Yorkton, Lethbridge.



The
Leader Lock

a strong talking point

FOR THE SALESMAN

The Leader Fence has an important selling feature in its Lock joint that makes selling easy for the agent.

You can make big money with the Leader in your district.

Get the Agency at once. Write us today.

Anchor Fence Co., Ltd.

Bacon & Henry Sts., Winnipeg
P.O. Box 1382

Interchangeability in Mechanism

As year succeeds year the erection of all machinery hinges more and more on the proper production of duplicate parts. The builder of machine tools, the die maker, etc., who can demonstrate that his product can produce parts nearest the true ideal of duplication has the most powerful selling argument at the present day. The true test of interchangeability is that of time. Time as taken in the initial assembling of the machine, or in the taking down of several component parts in order to fit a repair. Be it plow, engine or binder, the ideal of duplication is most closely attained by the maker of the repair part that most accurately and rapidly can be fitted in position so as to perform its normal functions.

Fables for Implementarians

Amid the cobwebs of the Present there lived an Implement Dealer who would not Wake Up. He saw a use for the Plow and the Wagon, but the feet of Progress skidded from the excessive impregnability of his Intellect. He had heard it murmured from afar off—as one hears the sea from Saskatchewan—that the Gasoline Engine was a Good Side Line. A farmer in his district bought one from a catalog Emporium—but, said the Dealer: "I guess he liked the red paint upon the derved Contraption."

He sometimes received catalogs and Trade Papers, and one day he tried to read an article on the Gas Engine. But he was too Weary—and he had a vivid Hunch that the Article was meant to be Humorous. He figured that man labor was good enough for building the Pyramids so it was good enough for his Customers. Then he Coughed among the Cobwebs, and stirred not.

Progress, however, in the shape of the Limited, came to his Flopping-place one day in the guise of a Youthful Dealer looking for a good stamping ground.

The Peace that lay over the establishment of he of the Cobwebs looked good—and it was the only implement Joint in that Burg. In less than One Moon the Youthful Dealer was located, and he pulled people from the Sidewalk by the Noise of demonstrating engines in his Warehouse. He had Mechanical Mitts, and he erected a Line Shaft, under which he arrayed various Devices in Common Use on the Farm. And he Drove the lot at one time before the Admiring Gaze of the Farmers who came

in to see what the Stir meant. Likewise he relieved them of their Kale, for his engines looked good to them. Also he sold other Things that go Niftily with the Engine.

The Bug of Regret bit the Original Dealer and he Awoke. With a Supreme Effort he built one Wagon, so as to also Demonstrate his Goods.

Only his Departed Customers were buying Wagons from the Accursed Interloper—along with other goods. Thoroughly awake at last, the old dealer commenced to wash the Cobwebs from his Windows. But a Harsh Voice bade him desist, since it was Time to Put up the Shutters.

Moral

The Engine can be used at times as an Opener for the Can of Business.

The Picturesque Past—and Practical Present

Alas for these beautiful pictures of Biblical days when the ox trod the corn and cultivation was very, very primitive. Even unto the Holy Land has the aggressive machinery salesman gone; and where once was the pastoral peace of the plains of Judea we now have the unmelodious exhaust of a fretting tractor. Hear of this sacrilegious modernity as outlined in a Turkish Government report. It says:

"Not only in Jerusalem, but all over the country, modern methods are being brought into vogue. On the rich plains of Sharon, lying between Jaffa and Jerusalem, one may detect modern harvesting and reaping machines driven by steam, as well

as thrashing machines operated by motors. This is a vast improvement on the old-fashioned method of reaping by hand and thrashing out the corn on the primitive thrashing floors by oxen. The extensive orange groves around Jaffa are now being irrigated by water raised by motor-driven pumps."

New Concern in Regina

The Metal Shingle and Siding Co., of Canada, with headquarters at Preston, Ontario, will institute a branch at Regina in the near future. A site has been secured and a warehouse will be built immediately. For a commencement 50 hands will be employed in the branch, while a corps of travellers will cover the territory. W. R. Mackenzie will be local manager.



CANADIAN INDUSTRIAL EXHIBITION



Winnipeg

July 10 to 18

The Eight Big Days of 1914

SEND IN YOUR ENTRIES FOR

Western Canada's Greatest Educational Fair

GRAIN CLEANER DEMONSTRATION

Agricultural Stationary and Portable Gas Engine Demonstration

For Engines of 4 to 12 h. p. Diplomas awarded to those scoring 75 per cent. of total marks. Write for folder giving full particulars.

Dominion Government Exhibit
Along the lines of Field Husbandry, Chemistry, Horticulture, Cereals, Botany, Entomology, Animal Husbandry, Forage Plant Work, Poultry, Tobacco Growing, and Bee-Keeping, this will be one of the finest exhibits on the grounds.

The Original Farm Boys' Club
Second Annual Camp—a solid week of education and enjoyment for 100 Manitoba boys.

"A Great Live Stock Show"
That's what the newspapers and farm journals united in calling last year's Exhibition. This year's will be even better. \$3,500 has been added to the Live Stock Departments of the Prize List.

"The Siege of Delhi"
An elaborate and spectacular reproduction of one of the most tragic and thrilling events in British history of the last century. Don't miss this.

Thrilling Attraction none should fail to see

LINCOLN BEACHEY—America's Most Daring Aviator!

See him fly upside down and loop the loop

\$28,000 in Prizes

ENTRIES CLOSE
JUNE 22nd.

\$28,000 in Purses

Exhibition Time is Holiday Time for
Thousands in the West. Make it Yours.

\$20,000 for Attractions

A. W. BELL, Manager and Secretary,
WINNIPEG, MAN.

"Too Busy to Read"

That is probably about the greatest departure from the truth ever voiced by any business man. The men who are consistently "too busy" do nothing, it's the really busy man who finds time to do everything. Some dealers argue that the subscription to their trade journal is wasted because they have no

time to read it, but these are the men who are continually bewailing the slackness of trade. The fellow who is too busy to read is often apparently the busiest man in Western Canada. He is constantly fussing about trivialities that don't matter, and doing things which ought to be left for his clerks—who are incidentally left free too long to loaf and jaw to one another.

This type of man dumps every week into his waste paper basket enough unread papers and circulars to sink a ship. And many of these contain ideas which, properly applied, would spell the difference between success and failure in his business. The really successful business man plans and arranges his day, so that he has a reasonable amount of time to spare for everything—for reading and for planning new departures in business as well as for other matters.

"No time to read," show the writer that man, and he will show you a man who will talk for half an hour on some absolutely useless topic, quite apart from business. Social intercourse and chin-wagging have their own place in the scheme of things, but they don't belong in the day's work. The most wasted thing on God's green earth is Time, and with it often runs contemporaneously Jaw. We all know about the fellow who made the two stalks of wheat grow where one sprouted before, but he is only on the same street as the man who got the gift of compressing into the day the day's work—which means the elimination of useless work and useless talk. The extra stalk of wheat was the outcome of system, method and application—the hours gained in business arise from the same cause. If you, Friend Dealer, can't find time to read, try the systematic compression method, and you will find that you'll find time to read your trade paper from cover to cover. And from it you'll learn things that will make in your business two dollars appear where sprouted before but one solitary simoleon.

Notable Performance of Knight Engine

The Automobile Club of America recently made an official test of the Knight engine as used on Russell-Knight cars, with the result that a new world's record for continuous operation was established. The Knight engine is the most successful of the sliding valve engines ever produced.

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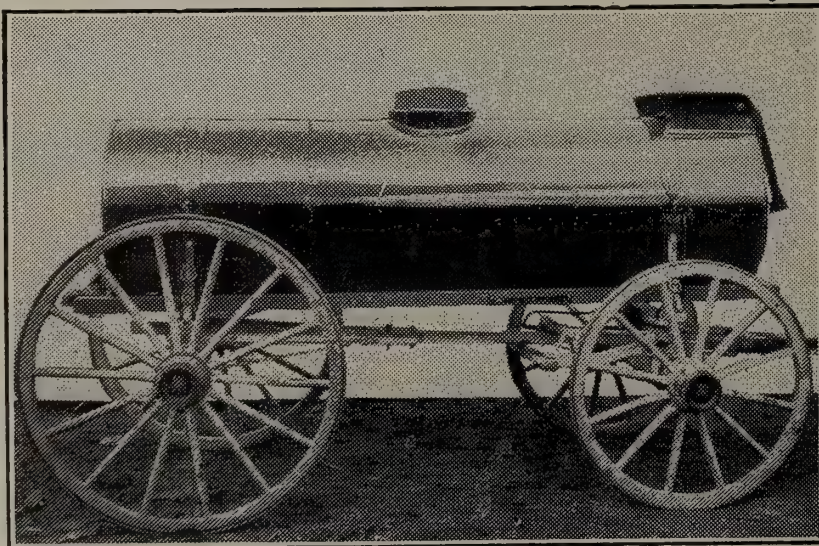
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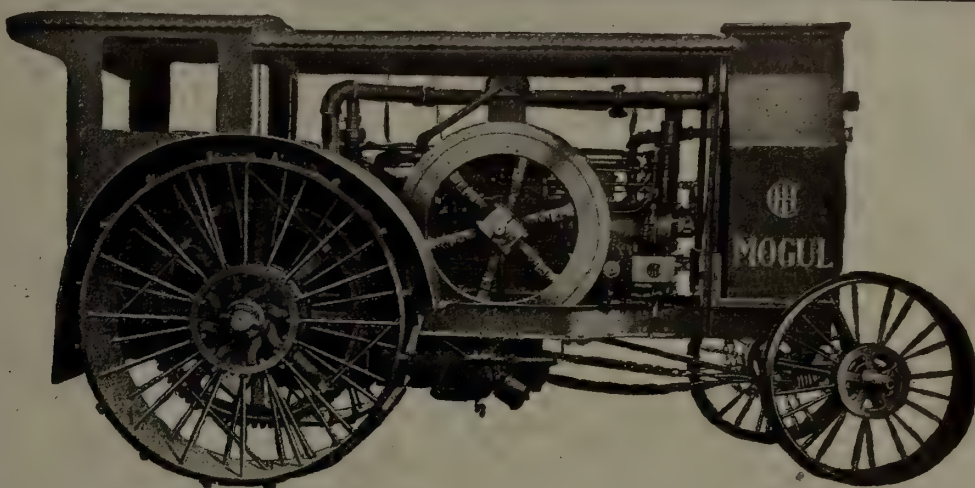
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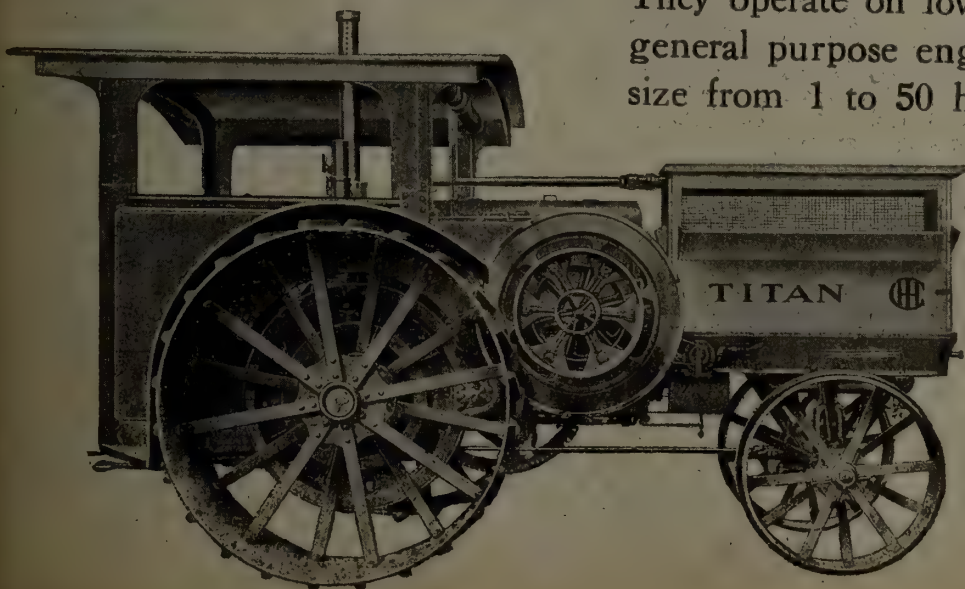
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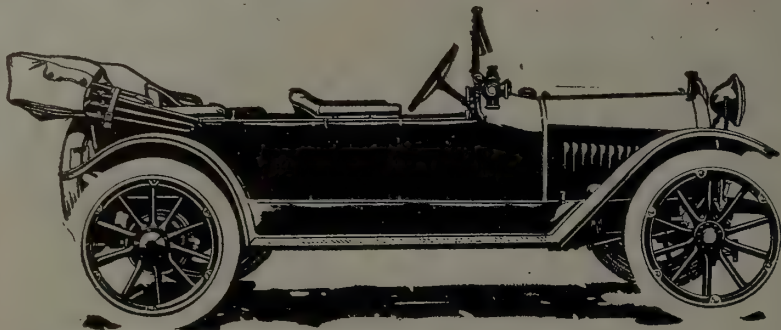
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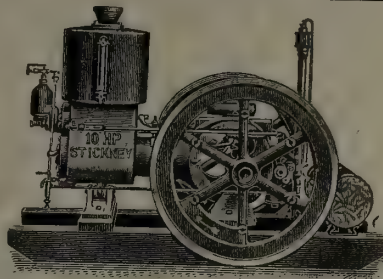
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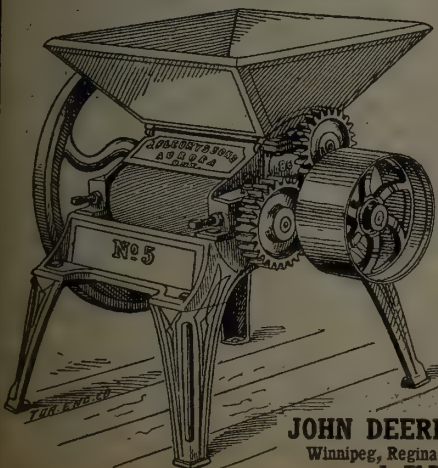
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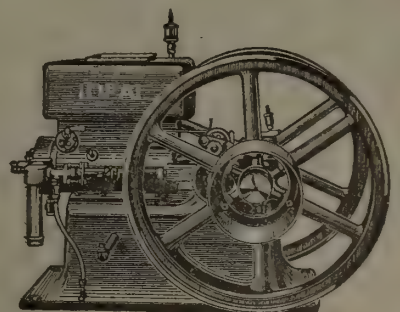
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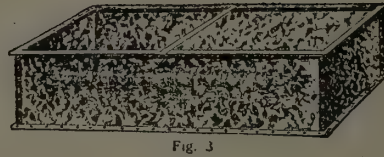
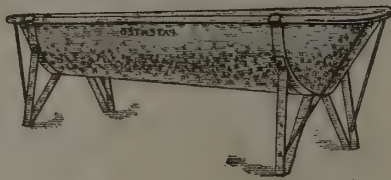
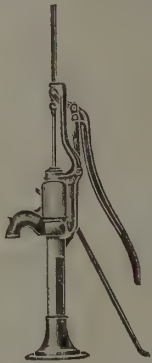
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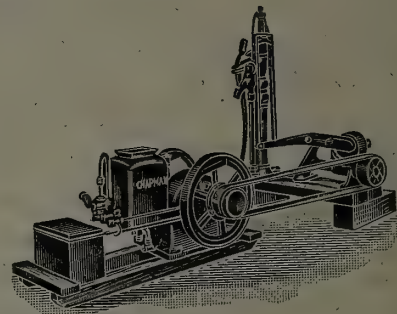
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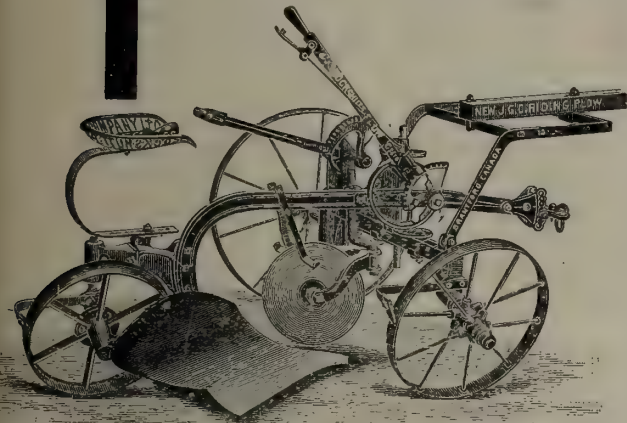
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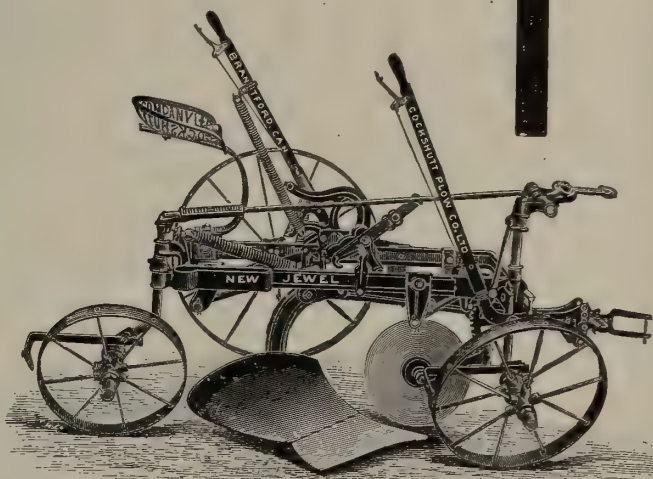
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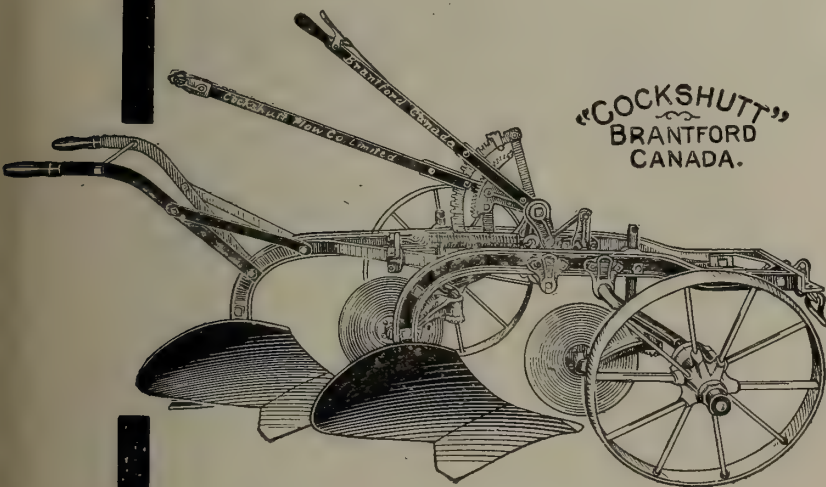
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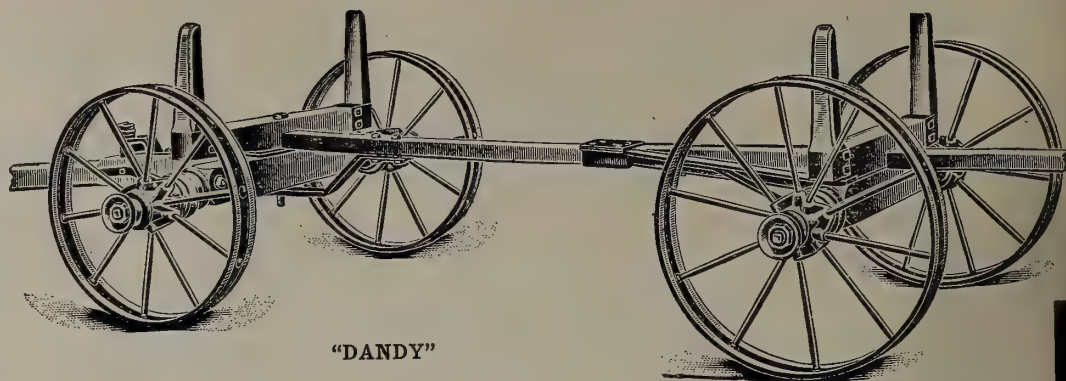
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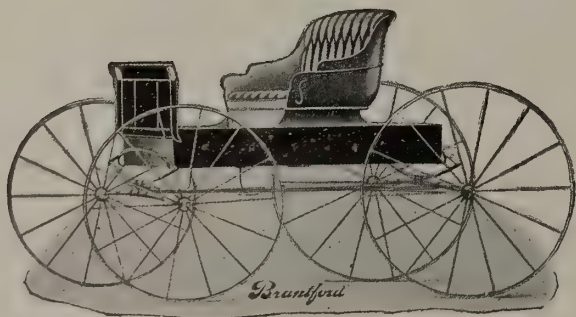
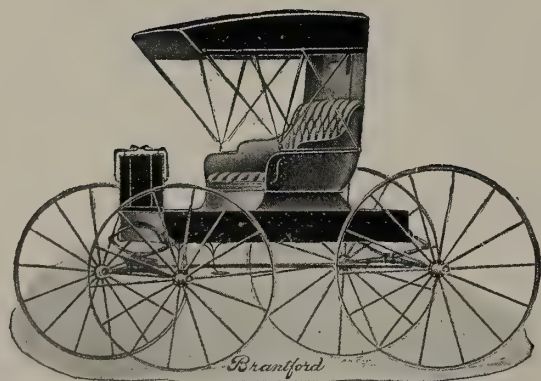


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CANADIAN FARM IMPLEMENTS

Vol. X., No. 6

WINNIPEG, CANADA, JUNE, 1914.

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Atmospheric Electricity and its Power

Editor's Note: The value of the scientifically made and installed lightning rod is a point which too often is questioned, evaded or even derided. In the following articles we deal with both the scientific and financial sides of the question, attempting to show that the lightning rod has an importance not usually accorded it by the sceptic who wants "to be shown."

It is strange that with all the enormous development of electricity for lighting and power purposes that so little interest has been taken in the most important phase of atmospheric electricity—that of its effect as lightning upon unprotected buildings. Since Sir Oliver Lodge published a famous text book on the subject years ago there have been few original literary contributions regarding this point, yet the protection of buildings and live stock is of paramount importance to the farm and home, in fact, to every dweller in an isolated building.

In cities the subject does not affect us to the same degree. Experience has shown that the extensive network of wires, metal roofs, etc., afford ample protection. The man living in the country, however, should be very much concerned, as experience has shown that in certain localities at least it is indeed tempting Providence not to have some scheme of lightning rod protection.

While little is known about the source of the electric energy, fortunately, due mainly to the researches of Sir Oliver Lodge, a fair amount of knowledge exists about the nature of its discharge—of lightning itself. Lodge first suggested that there are at least two distinct kinds of discharges; one which is relatively quiet and which results from the gradual breaking down of the air between the object struck and the charged cloud; the other which is a violent secondary discharge caused by a primary discharge in the vicinity.

It is generally recognized that a lightning discharge is oscillating and that the oscillations are

of high frequency, perhaps from 100,000 to several million cycles per second. At these frequencies the electric constants of conductors are very different from those normally.

In the passing of high-frequency currents, energy is expended as heat at the surface of the conductor and as electric radiations in the surrounding space.

The object of the lightning rod is to form a path for the discharge, a path offering much less obstruction than any path through the building. If the ohmic resistance were all important this could well be done by using a very large copper rod, but at these very high frequencies the inductive obstruction, or impedance, is measured in tens or even in hundreds of ohms, whereas the ohmic resistance may be but a small fraction of an ohm.

The greatest number of lightning discharges take place inside of clouds or between adjacent clouds. These discharges are fairly moderate as regards voltage; the discharges that interest us are those from clouds to the earth.

Let us assume that an area on the surface of the earth 100 feet square is subjected to the discharge from a cloud or part of a cloud, also 100 feet square, at a distance of 1,000 feet. If the cloud be separated from the earth by a layer of more or less dry moisture—free air, it is possible that this wall of air is charged to a break-down point all through its mass when the potential difference may perhaps exceed **two hundred million volts**. The current would also have an amperage of perhaps several hundred thousand.

Reverting to the 100 foot square area, if we assume that the electric stress was uniformly distributed throughout the air space between cloud and earth, and if the disruptive force of the

air is 30,000 volts per centimetre, a difference of 912 volts would exist between cloud and earth, or about twice the voltage of a high pressure lighting system. And scientists calculate that at this difference of potential the energy stored would be 11,200 kilowatts—corresponding to the energy of almost one pound of dynamite.

With every discharge an almost infinite number of frequencies or cycles occur one probably preponderating over all others. This varies as the distance of the cloud from the earth, it may be 5,000,000 cycles at 1,000 feet, and only 250,000 cycles, at 2,000 feet from the earth.

A single lightning rod may be expected to take care of low frequency currents from cloud to earth—say, 250,000 cycle discharges as quoted—but it is entirely unable to handle a violent secondary discharge, even if the discharge should hit the rod directly instead of the building. This is because the conductor is—so to speak—saturated by current, and the current would rather jump several feet through air space than travel one foot of the connecting rod owing to its resistance.

Were this illustration then at all representative it would mean that one lightning rod, while offering some protection, is entirely inadequate to cope with the situation. If the building were grounded by 10 rods the condition would be vastly improved. The maximum drop of voltage per foot of conductor would then correspond to a moderate air space, and the lightning discharge would probably be confined to the system of rods.

The foregoing figures are dependent upon the frequency of the discharge. "Frequency" means the number of oscillations made by the current, since an alternating current does not flow steadily along a circuit—as does

a direct current. It rather oscillates and flashes in one direction, and then another along the conductor—so attaining the speed per second, or number of oscillations per second, called its "frequency."

Discharges take place, it is calculated, at frequencies as low as 100,000 cycles, and again as high as many million cycles per second. With the former considerably more energy is evolved, and a rod has a chance to handle that energy, but in the latter current a large number of rods are absolutely essential.

What conclusions can then be drawn regarding the best method of protection; what answers can be given to the question often asked?

"Is there any real advantage in the installation of lightning rods, or do they draw lightning and thereby add to the danger?" Experience seems to have settled beyond reasonable doubt that if properly installed, lightning rods afford considerable protection. A large number of instances might be quoted, but suffice it here to mention one. Before equipping the University of Illinois buildings with rods, three fires were caused by lightning; since that time, though the number of buildings has been greatly increased, there has been no damage from lightning.

Any lightning rod "draws" lightning if by that expression is meant that it prepares under certain conditions an easier path for the lightning discharge than would be the case if it were not there. The conducting streamers issuing from the rod tend to equalize the potential between earth and cloud, and thus diminish the severity of a stroke and possibly prevent it altogether.

"Can a building be perfectly protected from lightning?" The answer must be no, except perhaps in the case of a thoroughly grounded all-metal building.

"How much protection does a lightning rod afford?" Un-

questionably some if properly installed, but it may make matters worse in some cases. Assume for instance that a large building is equipped with a high, but broken, rod or a rod having poor joints or a high resistance to ground, say, several hundred ohms, which undoubtedly sometimes is the case. Such a rod would serve the function of equalizing the potential between cloud and earth almost as effectively as a good rod, and were there only a sufficient number of them it is conceivable that the neutralization of potential would be so complete as to make a flash discharge practically impossible, due to the resistance of the conductors.

"How many rods should be used? The answer is, the more the better." The protection afforded ought to be, roughly speaking, proportional to the number of earthed rods. Half a dozen ground connections to a building 100 x 50 feet are by no means too many.

How should they be placed? They should always be placed outside of the building, and it is indeed a question whether the vertical part of the system, that is, the rod proper, should not be some little distance from the wall, and possibly even insulated therefrom. The rods should be a considerable distance from gas pipes, stove pipes, water pipes and balconies or places where persons might be during a storm.

We think far too little of the effects of electricity—usually only realizing its potency when it is too late. A farmer will consider hail insurance, yet will deride the idea of lightning rods on barns covering valuable stock. Prevention is infinitely better than cure, and it is a more wise proceeding for a man to protect

his buildings than to see them razed to the ground by current-born flames. A great field exists for the implement dealer selling such protective systems. Regarding the practical erection and theoretical utility of them the dealer should make himself acquainted.

Are Lightning Rods Any Good?

In answer to that question a great many individuals would reply with a thunderous "No!" and, should you tell them that science, facts and figures can prove them wrong, they ask for examples. In a recent Bulletin by Prof. W. H. Day, of the O.A.C. is given a series of investigations, facts and data, that go to prove that out of every thousand dollars worth of damage due to unrodded buildings by lightning, **nine hundred and ninety-nine dollars** would be saved if those buildings were properly rodded. It has taken 13 years to compile the data to back that statement, but the latter is a hard fact that must be faced. In Ontario, from 1901-1910, reports were received covering 599 buildings struck by lightning. Of these 317, or 53.6 per cent, were burned. Among the 599 were only 18 rodded buildings, and of these only 3 were burned. This is only 16.6 per cent, against the former percentage of 53.6. Early in 1912 Prof. Day got into touch with the various Mutual Companies in Ontario, who on their application forms added a question of enquiry as to whether buildings were rodded or not. Eighteen companies kept a special record of all business concerning lightning effects from July 1st, 1912, reporting the results. From the report of these concerns, covering more than a fourth of the province, it was found that

in every 200 farm buildings insured 42 were rodded, or 21 per cent, but out of every 200 farm buildings struck by lightning only **three** were rodded.

Or, to put it another way, in every 7,000 unrodded farm buildings insured by these companies, 37 were struck by lightning; several being burned; but out of every 7,000 rodded buildings only 2 were struck—and only damaged! Hence, in Ontario, as rods are installed, an unrodded building is $18\frac{1}{2}$ times more likely to be struck than a rodded one. To prevent damage to buildings in 35 cases out of a possible 37 means an efficiency of lightning rods in Ontario of $94\frac{1}{2}$ per cent.

Results in 1913

During 1913 sixteen insurance companies in Ontario kept special records, being represented in 12 different counties. The total number of claims paid for lightning damage to buildings was 193, of which 36 were burned, a total of \$40,904.53. Out of the buildings insured only 26.2 per cent were rodded. We should, then, expect that if the rods had no effect 26.2 per cent of the damage would be on rodded buildings, which would mean 50 strokes and a damage of \$10,715.98. As a matter of fact the number of rodded buildings struck was only eight—and the damage only \$57.64. The rods therefore saved a property value of \$10,658.34.

From reports from 40 companies (including the sixteen) in Ontario during 1913, there were 621 lightning damages at a total value of \$113,459. Figures and data prove that in that year the efficiency of rods was 92 per cent.

Figures from the U.S.

To look across the line, we will find that in Iowa during eight years, 1905-1912, the total lightning claims paid by all companies

in that period on rodded buildings was only \$4,464.30, but in unrodded buildings came to the large sum of \$341,065.32. This shows a rod efficiency of 98.7 per cent.

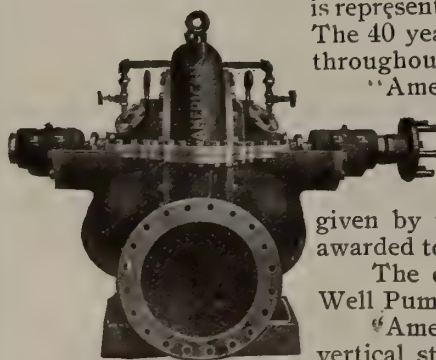
In Michigan during three years, 1909-1912, one company paid only \$32 for damage to buildings out of a total risk of \$55,172,075. This company only insured rodded buildings, and its figures show an efficiency for lightning rods of **99.9 per cent**. Here is direct proof for the contention made at the commencement of this article concerning the value of lightning rods.

In Michigan Prof. Day found that the average assessment by ten companies, five of whom carry both rodded and unrodded classes, varies as follows: In the last five the average assessment on unrodded buildings is \$2.96 per \$1,000 of risk, while the average on their rodded buildings is \$1.89, showing a difference of \$1.07 per \$1,000 in favor of rodded buildings. If we calculate that difference in percentage we find that the assessment on rodded buildings is $36\frac{1}{2}$ per cent less than on unrodded ones!

Facts may be wearisome, when dealing with figures, but those given herewith are neither theory nor science—simply the experience of cool-headed insurance men and cautious farmers in mutual insurance companies where the assessment is in direct proportion to the losses incurred.

Here, briefly, in dollars and cents we have the protective value of lightning rods, reduced to the basis of insurance rates. A man may doubt even scientific proof, but when he comes to confront hard cash losses he may be more apt to realize that the lightning rod has proven beyond all doubt its value as an asset when attached to farm buildings.

THE STANDARD BY WHICH OTHERS ARE JUDGED



is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness.

"American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

Agents Wanted in all unoccupied territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, ILL., U.S.A.

Chicago Office, First National Bank Building



How Implements are Catalogued

In a review regarding the methods employed by various manufacturing concerns in compiling their catalogues, the Massey-Harris Co., Toronto, give an explanation which is more or less applicable to all farm implement catalogues. They say:

first consider the cover, believing that an attractive cover is one of the first requisites of a successful catalogue. Pictorial covers are used very largely, but covers of a conventional character are interspersed to give a variety. In the case of pictorial

and type matter. We also aim, so far as possible, to embody some special feature, such as illustrations in colors, calendar inserts, etc., and we believe that our efforts in this way have been greatly appreciated and have been helpful.

"We are firm believers in detail illustrations emphasizing various special features or parts of machines, and use these very extensively. Necessity has driven us more and more to the use of half-tone illustrations, our natural preference being for wood cuts; but as wood engraving is becoming almost a lost art in Canada, we have taken up half-tone illustrations, with line cuts for certain sectional views, etc., which can be best shown in this way. We operate our own printing plant and lay more and more stress on quality, using good paper and insisting on first-class presswork.

"Distribution is a comparatively simple matter with us inasmuch as we have a very complete sales organization, with local agents in practically every town of importance, and practically all our catalogues are distributed personally by these agents."

another 32 acres were completed. The cost of the job, in Canadian currency, came out as follows:— 114 gallons kerosene at 25 cents, \$28.50; 1 pint petrol 7 cents; 3 gallons lubricating oil at \$1.08, \$3.24; 3 lbs. grease 66 cents; driver's wages, at \$3 daily, \$6.00; total for plowing 64 acres \$38.47.

Selling Plus Collecting

The principal aim of the retail merchant is to sell goods, and in following this aim a great many overlook the fact that it is of great importance that they should collect for the goods they sell.



You can recommend our

Fence and Gates

with thorough confidence. There is not a better and stronger Fence made in Canada. It is manufactured from the heaviest and best galvanized wire, every rod of which we guarantee.

Write for our Price List and Illustrated Catalog and see for yourself.

THE
Great West Wire Fence Co.
LIMITED
76-82 Lombard Street, Winnipeg

Distributing Agencies:
Edmonton Alta.: Race, Hunt & Giddy
Calgary, Alta.: Reynolds & Jackson

Tractor Plowing in Australia

During last spring a plowing demonstration took place at Peak Hill, New South Wales, Australia, a 40 h.p. tractor pulling a 5-furrow "Sunrise" stump-jump disc plow on virgin soil. Between 10 a.m. and 6 p.m. the engine turned over 32 acres, the kerosene consumption being 1.8 gallons per acre. On the following day

Old-Time Advertising. A Hand Painted Poster, issued in 1873 by A. Harris Son & Co.—one of the Massey-Harris constituent companies

"In addition to printing a number of different editions of our catalogue in English, we also prepare catalogues in all the principal foreign tongues. Each edition of our general catalogue is intended to cover only such implements as are sold in the territory in which the catalogue circulates.

"In preparing a catalogue we

covers, special care is taken to have the illustrations of a suitable character and in harmony with the subject matter of the catalogue.

"In the arrangement of the inside matter we strive, year by year, to give an entirely different appearance to the printed pages in the way of new illustrations or different arrangement of cuts

The Trademark



Success in Farming depends in large measure on the Implements used

All that's best in Farm Implements will be found in the

Massey-Harris Line

Plows, Cultivators, Disc Harrows, Drag Harrows
Hoe Drills, Shoe Drills, Disc Drills, Seeders
Land Rollers and Packers
Manure Spreaders, Lime Sowers, Fertilizer Drills
Binders, Reapers, Mowers, Corn Binders
Teddies, Rakes, Side Rakes, Hay Loaders
Wagons and Sleighs
Feed Cutters, Pulpers, Ensilage Cutters
Cream Separators
Gasoline Engines

To Prepare the Soil
To Plant the Seed
To Pack the Soil
To Distribute the Fertilizer
To Cut the Crop
To Handle the Hay
To Haul the Crop
To Prepare Feed for Stock
To get full value from your Cows
To Furnish Power

MASSEY-HARRIS CO., Limited

— Branches at —

Winnipeg

Regina

Saskatoon

Yorkton

Swift Current

Calgary

Edmonton

of Quality

The Dairy Supply Business

As year follows year dairying becomes more and more a scientifically planned hygienic industry. From the teat to the table without the touch of the human hand is the ideal aimed at. A modern dairy is pretty nearly an antiseptic operating room. Curried cows are driven into a screened in milking shed, with sanitary stalls and stanchions and a concrete floor. The milk is extracted by a mechanical milking machine, goes into a tightly covered sterilized can, then in turn into aerator, separator, filling machine and bottles, when the product is ready for the table, says Weekly Implement Trade Journal.

Or it may be that the cream passes from the separator to a modern churn. The dairy maid, dressed in immaculate white, passes the alternating currents of hot and cold water through the ripener, then switches on the electricity which operates the churn. Then she places the worker in the churn, and in a few moments the yellow butter is ready to be molded and wrapped by machine.

ery, never once feeling the imprint of human hands.

Some dealers may not realize the possibilities of such a line, but it will make a ready appeal to the progressive merchant, who seeks every opportunity of improving his business. Dairy supplies include a long list of items, among the more important of which are as follows: Butter printers, butter workers, either drum or hand churns of all kinds, cream and milk coolers and aerators, cream and milk pasteurizers, testers, cream cans, conductors, extractors, vats, ripeners, separators, milk bottle fillers, rinsers, washers, carriers and bottles.

But the development of a dairy supply line is new. In fact its history is included in the last twenty-five years. It hasn't been very long since a tin milk pail, a one-legged milk stool and an old wooden up-and-down churn were about the only equipment of a dairy. Dairying possibly presented few hardware opportunities then. But we are now in the age of the present.

Freight rates and fast freight refrigerator car service have the effect of placing the distant dairyman near the markets where his products can be disposed of to the best advantage. Dairying seems to be the one branch of

agriculture least affected by conditions of soil and climate.

Dairying has many advantages over other kinds of farming. It improves the land instead of wearing it out, because the products of the dairy which leave the farm permanently are not rich in plant food, as is the case with field crops, and it provides fertilizer in the form of manure which is of immense value for enriching poor soil. It furnishes a cheap by-product in the form of skimmed milk, or whey, which can be fed very profitably to calves, pigs, chickens or other animals.

If the dealer will exert himself he will, in many locations, find a great many prospects for dairy supplies. Personal calls may be necessary, but the prospects should be let see that they can be met in the matter of prompt service.

Naturally, the biggest item in the line and probably the hardest to sell is the cream separator. It is a noteworthy fact, however, that every user of a separator is a satisfied customer, therefore a permanent one. It is not hard to familiarize oneself with a separator line, as the traveler can give enough selling points in a half hour to last a year or two.

Electric Current and Milk

Prof. J. M. Beattie, city bacteriologist of Liverpool, England, has for some months conducted experiments in the electrical treatment of milk for the purpose of destroying bacteria.

The professor's conclusions are that the electric treatment of milk will destroy disease-producing bacteria. The main milk-souring bacteria are either completely de-

stroyed or may be neglected as far as the keeping power of the milk is concerned for ordinary household use. The milk is not sterilized in the strictest sense of the word, but there is a reduction in the total number of bacteria by 99.93 per cent over a series of 15 daily examinations.

The milk will keep perfectly sweet for at least three or four days after treatment, a period long enough to cover distribution and household use. The chemical constitution of the milk seems to be unimpaired and the taste is not altered in any way. In two cases in which the control supply was tuberculosis the electrically treated milk was non-tuberculous. The bacteria which remain both in their number and in their nature are not harmful and the milk is perfectly satisfactory as a food for infants.

Milk Exports to the U.S.

Practically all fresh milk and cream imported into the United States comes from Canada. During the period January 1 to October 3, 1913, the United States imported 1,255,515 gallons of cream valued at \$1,091,077, which was dutiable at 5 cents per gallon. During the same period \$117,094 worth of fresh and condensed milk was imported, the fresh being dutiable at 2 cents per gallon and the condensed at 2 cents per pound. The new tariff act put milk and cream on the free list. The imports for the balance of the year 1913 (October 3 to December 31) were 374,964 gallons of cream valued at \$335,045, and \$223,940 worth of fresh and condensed milk, while the imports for the three months ending March, 1914, were 96,903 gallons of cream valued at 81,730 and \$366,998 worth of milk.

Selling Large Separators

When a man comes to the point of buying his second separator he will invariably be found to want a machine of much larger capacity than the machine he has been using, even if milking a comparatively small number of cows. He asks the dealer for "the largest machine they can run by hand."

Experience has taught them that they made a mistake when they bought the small machine in the first place. Or it may be more truthfully said that some dealer made the mistake in selling them the small machine. All buyers, especially those purchasing their first separator, depend to a certain extent on the agent for their information concerning

Special Plow Offer

I have on hand
Two Cockshutt Disc Gangs
One Cockshutt Triple Disc Gang

These plows are new—only weather beaten. They cannot be used in this district. I am prepared to sell at a sacrifice.

MAKE ME AN OFFER

JOHN DIXON,
Dealer in Farm Machinery
CLAIR, SASK.

AUTOMATIC SCALES

Gas Engines, all sizes Brick Making Machinery
Concrete Mixers, any size
Concrete Water-Proofing Material Grain Cleaners

W. N. COURTENAY & CO.
Box 3613 WINNIPEG, MAN.

Offer Attractions to Draw Customers

You know how to sell goods. You can sell goods easily if you get in touch with buyers. No question about that. Our agents find it a highly profitable drawing card to handle the EMPIRE line.

THE BALTIC CREAM SEPARATOR

A fine machine as low as \$15.00. The price attracts buyers. The Baltic is just exactly what the man with few cows wants. The man with more cows, will want the

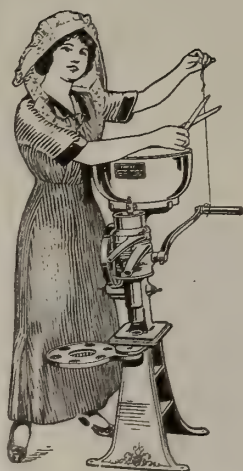
WORLD RENOWNED EMPIRE CREAM SEPARATOR

Nothing finer made. The one fact that EMPIRES have only three closed or box bearings, where other makes have six or more, will convince your customers about EMPIRE quality, without further argument. There are other superior points equally strong.

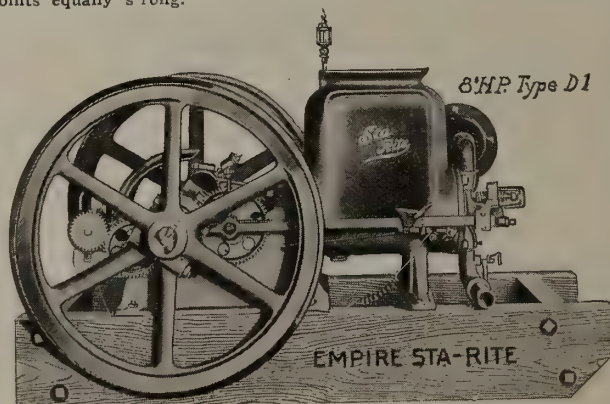
Empire Sta-Rite

Gasoline Engines are Unequaled

Tell anyone of your customers that the EMPIRE Sta-Rite—proved by more than ten years hard service—has only three joints and no pump in the gasoline line, and see how quickly you interest him. Your customers know, or should know, that other makes have fifteen to thirty joints and usually a pump in the gasoline line. Who will overlook the self evident superiority and simplicity of the EMPIRE Sta-Rite? Write us promptly for the agency.



The EMPIRE runs so lightly, it will start under the weight of its crank.



When you tell your customers the EMPIRE Sta-Rite Engine has but three joints and no pump in the gasoline line you set them thinking.

The Empire Cream Separator
Co. of Canada Ltd.

TORONTO

WINNIPEG

the machine—capacity as well as other features.

Farmers may not know just what size machine they actually need. The chances are that they have merely considered price and capacity per hour without giving the subject very much intelligent thought. Agents know—or should know—what capacity will be the best in the long run for each customer, and should exercise every bit of salesmanship possible to persuade them to get that size.

It is not always possible to sell a man the size of machine he should have and actually needs, but it is possible, in the majority of cases, if the matter is presented in the proper way and the buyer has confidence in the dealer. Of course, it takes a little more time and effort to switch a buyer to a larger size if his mind is apparently made up, but in most cases the customer does not have any real basis for his choice and can be persuaded to buy the right machine for his needs.

We are coming to realize in the present age that we do not sell "goods" to a customer, but rather that what we sell is the "service" performed by the article sold. In other words, we do not sell a farmer a separator as something made of so many pounds of iron, steel or tin, at so much per pound, but we sell him a certain amount of "skimming ability"—the capacity to perform a certain amount of work in the best and easiest manner possible.

In fact the large size separator is really cheapest, figuring from the right basis—that of work performed in proportion to cost—the larger machines being cheaper than the smaller. Figure out the value of the machine per 100 lbs. capacity and you will find that the larger the capacity the cheaper the initial cost. To point out this fact to buyers is to show them the advantage of starting right by buying a large machine.

It is also well to remember that the greater proportion of users increase their dairies after finding out the profits of the separator and these customers are always disappointed when offered the small exchange allowance you can give them for their old machines. It is well to impress this fact upon new buyers when demonstrating the advantage of the larger machines.

Aside from the benefits that come to the dealer indirectly from pleasing his customers by selling them the larger size machines, every wide-awake agent knows that there is a good substantial difference in the way of direct extra cash profits received. Some

agents who appreciate this fully always keep the smaller machines out of sight, if in stock at all, and only resort to selling the small machines after trying in every way possible to show the purchaser the advantage of the larger machine. They find they are "making good wages" for this extra time and effort.

—De Laval Monthly.

U. S. Imports in 1913.

During 1913 the total value of agricultural implements exported by the United States was 40½ million dollars, the most important items being reapers and mowers to a value of 20½ million dollars.

The largest exports of mowers and reapers during the year included 6 2-3 million dollars' worth to Russia in Europe, 3 million to Germany, practically 3 million to

France, 1¼ million to Austria-Hungary, and 1 2-3 million to Argentina, with smaller shipments to countries representing every division of the globe. Plows and cultivators, of which the exports in 1913 amounted to 7 2-3 million dollars' value, went chiefly to North and South America, though considerable quantities were sold in Europe, Asia, and practically all parts of the world.

Rules for Husbands.

Since time began fatuous individuals have been drawing up rules for the guidance of husbands and wives that they may be happy. It is beyond our sphere to give rules for the guidance of the gentle sex—anyhow they would pay no attention to them. Here are a few rules that should be hung over the pipe rack of

every husband; value them for they are won from hard experience:

I.—Thou shalt keep thy past unto thyself. This is the first and great commandment.

II.—Thou shalt not scoff.

III.—Thou shalt be a careful kisser.

IV.—Remember to keep holy thy marriage vows. Six days shalt thou vaguely dream of might have beens, but on the seventh—wake! Remember thy wife, to sing her praises. Give her freely of thy time and wit, for a dull husband is a discouragement to the gods.

V.—Honor thy wife, and all her bills.

VI.—Remember thy mother-in-law, to keep her guessing, for a wise mother-in-law loveth a cheerful liar, and a good excuse is better than none.

VII.—Thou shalt not steal a march unto thy club.

VIII.—Thou shalt not toy with danger, though verily a live impulse has low voltage domestic boredom beaten to a "frazzle."

IX.—Thou shalt choose thy brand of tobacco, likewise thy experience, according to thine income.

X.—Thou needst not hang any rules up by the mirror of thy loved one for she will heed them not, and will but scoff at thee for an addle-pated bald head.

The most important consideration in making a contract to sell Cream Separators STABILITY

THE history of the cream separator trade is a good deal like the story of the pump, "up again down again."

Every year marks the passing of several separator concerns and the arrival on the scene of one or two new ones.

The later the arrival, the louder their claims and the more they promise, but—

We have yet to hear of a dealer who will admit that he ever made any money selling that kind of a separator.

The separator buying public nowadays has the cream separator field pretty well sized up, and even if the dealer is given half a state for territory, and twice the usual discount, he will not find the agency for a separator the farmers look upon with suspicion very profitable.

What a difference there is with the De Laval. It is so well known, so well liked and advertised, and so many—over a million and a half—are already in use and giving satisfactory service, that a De Laval is as staple an article of merchandise as nails or sugar.

You never heard of a dealer being "stuck" with a lot of De Laval on hand. And it isn't necessary to buy a carload to get the agency. The De Laval Company doesn't do business that way.

Don't uselessly waste energy trying to make a market for some other cream separator when the demand for the De Laval is already so well established. If your territory is open, nothing will do more to insure a successful separator year than securing the De Laval contract.

Agency Applications Invited

De Laval Dairy Supply Co., Limited

Winnipeg

Vancouver

Montreal

Peterboro



The Development of Flax Fibre

There is a possibility of the government at Ottawa granting a bounty for the production of flax fibre. In his recent budget speech, the Hon. T. White, Minister of Finance, said:

"There has recently been placed before us the question of the development in Canada of flax fibre production. I think that the development of the industry of flax fibre production would be of great advantage to certain parts of Canada. It is our intention to look fully into the matter, and to see whether a reasonable bounty would have the effect of contributing to its institution and development."

According to the Financial Times, Montreal, the prime mover in this appeal for a flax fibre bounty is James A. Brook, of Montreal, a gentleman who has devoted considerable attention in recent years to the flax fibre industry. As stated by the above authority, he says:

"The establishment of an industry to utilize the green flax fibre which is now burned, yet perfectly suitable for the manufacture of binder twine and other

twines, etc., would increase the productiveness of the West by millions annually, assist towards proper rotating of crops and lead to the institution of factories for the manufacture of goods now imported to the value of about \$8,000,000 per annum, which importation swells the country's 'adverse' trade balance.

"A capital of \$750,000 is necessary to properly inaugurate the business. No returns can be earned on capital invested for 3 years owing to the peculiar nature of the work and the farmer's educational campaign involved.

"I have, therefore, petitioned the Dominion Government to aid in the establishment of the flax fibre industry in Canada, and requested the granting of a bounty on a satisfactory, spinnable fibre produced from Canadian flax straw, payable:—(a) To any individual or corporation producing such and (b) Only on production of such commercially."

It is claimed by Mr. Brooks and his associates that they have manufactured 5,000 tons of green Canadian flax into fibre and twine as a demonstration, furthermore

that they have spent over \$250,000 in developing and perfecting their process of manufacture. In arguing that the bounty would be justified, Mr. Brook says that during the three years, 1911-13, Canadian farmers burned 9,000,000 tons of flax straw containing over one and three-quarter millions tons of green fibre, worth, at a low estimate, \$120,000,000. During these three years Canadian farmers used between 75,000 and 100,000 tons of binder twine, worth from fifteen to twenty million dollars, all manufactured from foreign fibre and imported. "Many tons," says Mr. Brook, "of excellent binder twine and commercial twines have been made from Canadian green flax fibre, which have been used with entirely satisfactory results."

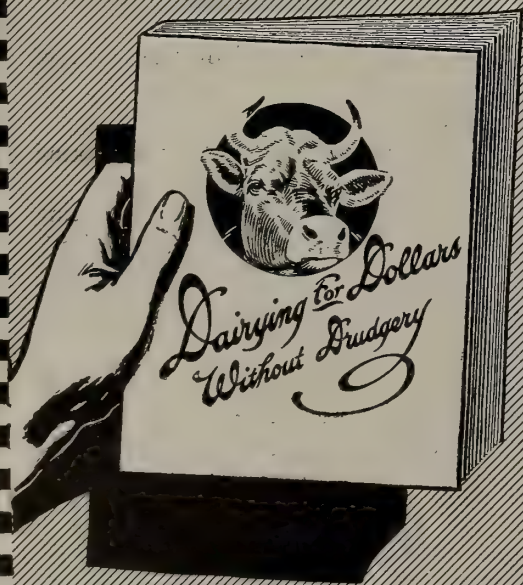
"Through the establishment of such an industry in the Dominion many advantages would accrue to the country." During 1911, 1912 and 1913 the flax crop of 1,484,524 acres had a value of \$18,607,333. Under a fibre-seed system it is estimated that with the same area, at a 2 tons crop per acre, or 2,960,048 tons, at an average of \$12.50 per ton, the increased annual value from flax acreage would be \$18,505,767. The price of \$12.50 per ton is

based on actual practice in Ontario, that figure being the average price paid there for fibre and seed flax crops during the past three years.

The arguments advanced for this increase in acreage are that the Canadian farmer doubles his present revenue from flax acreage, also would secure a first class binder twine made from home grown fibre at a little more than half the average price he now pays, effecting an annual saving in the annual twine account on Canadian farms of approximately \$2,000,000.

By making flax a regular rotary crop he (the farmer) would guard against the danger of over-production of wheat, and would minimize the disaster that is certain to follow a failure of wheat crops. Authorities on flax say that, intelligently cultivated and rotated, as in Europe, it is no more exhaustive to the soil than is a crop of oats.

Furthermore, the promoter of the system says that the farmer would benefit by a largely increased home market for his produce, following on the establishment of numerous factories that would undoubtedly locate all over the country for the manufacture of the twine, cloth and by-prod-



The Biggest Thing in Dairying Today

The Sharples Mechanical Milker is a big proposition with a big future—for big men.

Dealers who have the ability to grasp and appreciate the significance of an invention which enables the farmer to double a dairy herd, and, at the same time, cut down its expense;

A machine which materially lessens the labor of a dairy and makes the farmer independent of hired help.

Dealers who know what has been done heretofore in the implement field:

And who can measure in their mind's eye the profits of an exclusive territory on a successful Milking Machine.

These men are falling over each other to sign the Sharples 1914 contract.

But it is a big man's proposition.

The Sharples Mechanical Milker is not a novelty or a side line—

It is the main issue of the dairying industry today.

Send for this book—and read it.

SHARPLES MILKER

The Sharples Separator Co.

West Chester, Pa.

Chicago, Ill.
Portland, Ore.
Omaha, Neb.

Dallas, Tex.
Minneapolis, Minn.
Toronto, Ont.

San Francisco, Cal.
Kansas City, Mo.
Winnipeg, Man.

ucts inseparable from the flax fibre industry.

It will be recollected by our readers that the International Harvester Company spent over \$1,500,000 in endeavoring to perfect a process to make flax straw into binder twine. They made the twine all right—it stood stringent strength tests and was good—but grasshoppers attacked it whenever it appeared in the field, and no preparation could be found whereby to treat the twine so that it would be left untouched. Consequently for a time, at least, the harvester concern dropped the experiment. Report does not say whether or not the product by Mr. Brooks and his associates is thoroughly "bug-proof."

From an unbiased standpoint we see no reason why the government should not seriously consider aiding this industry, but it would be very advisable for them to first assure themselves that the product made by Mr. Brook and his associates is absolutely grasshopper proof. That being so the success of the industry should only be a matter of time.

Flowing Matches in Manitoba

During the month of June there will be held in the Province of Manitoba no less than twenty-two plowing matches, on dates

between June 9 and June 24, when the Provincial Plowing Match is held at Portage la Prairie. At the latter the winners of local matches will compete. The following are the points at which matches will be held:

Miami, Roland, Morris, Hartney, Deloraine, Boissevain, Shadeland, Ste. Rose du Lac, Kelwood, Russell, Binscarth, Gladstone, Shell River, Plumas, Elkhorn, McGregor, Giroux, Woodlands, Warren, St. Pierre, Cypress River.

How Dealers Lose Out

A movement that may have somewhat disastrous results for the small town dealer unless he improves the quantity and quality of his advertising has been launched by eighteen daily newspapers in medium-sized towns in Missouri. These newspapers have formed the Missouri Associated Afternoon Newspapers. Because the merchants of their towns have not given them sufficient patronage, the publishers have decided to solicit foreign advertising. As a federation they can offer a circulation of 30,000 daily. The parcel post has brought the local dealer into greater competition with the metropolitan department store. With the city dealer advertising

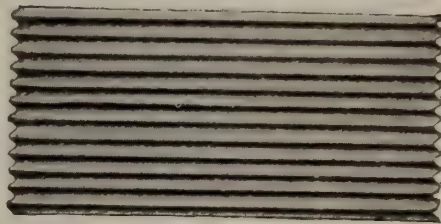
in the country papers, the country press will carry a higher standard of advertising, and it will be up to the country merchant to improve his advertising or suffer the consequences.—Weekly Implement and Trade Journal

Big Exhibit Planned in Montana

During August an exposition of farming machinery, valued at not less than \$250,000, will be held in Great Falls, Montana. This exposition, in parade form, will stretch over two miles or more and will cost the Manufacturers \$12,000 in freight alone to lay down at that city. The machinery will be brought for demonstration purposes and is the contribution of eastern and western manufacturers of farm implements to the success of the Montana Golden Jubilee which is to be held during August. The mass of machinery to be displayed will fill 75 cars to their utmost capacity, and will be assembled in tents and in the open on a large tract of land adjacent to the city. The implement interests have decided to erect a number of tents, including two of the circus variety, the latter for demonstration and entertainment purposes. Makers expenses will total \$35,000.

CORRUGATED IRON

is the ideal covering for
**Barns, Granaries &
Implement Sheds**



Fire, Lightning, Wind and Weather
Proof

Durable as the Building itself
Applied direct to Rafters or Studs

DEALERS AND AGENTS

get handling this line. Write us for
Selling Outfit, Catalogue and
Dealers' Discounts.

There's Money in it for you!



**THE METALLIC
ROOFING CO.
LIMITED.**

MANUFACTURERS.

WINNIPEG, MAN.

Head Office: TORONTO, ONT.

C33



"Maltese Cross" Non-Skid Tires



**For Gripping Qualities this
Tire has no Equal.**

**On any kind of Surface
It is THERE
GOING and COMING.**

Ask The User.

Gutta Percha and Rubber Limited

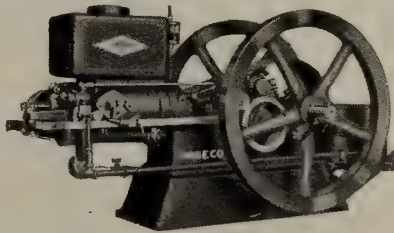
WINNIPEG Not in any Trust or Combine CALGARY

Forewarned is Forearmed

**The Demand for Oil Engines is at hand—Be Ready!
Implement Dealers—Are you Ready?**

We saw it coming months ago. With our ears to the ground and alert to the needs of the future, we have not been idle. We heard the rumble afar, we planned to be ready when the demand came. Furthermore we wanted to make sure that when we offered you oil engines they would represent the very best—the simplest, safest, surest-to-run and easiest-to-sell oil engines on the market. Here they are!

The
"INGECO"
Throttling
Governor
Kerosene
Engine



For Farm,
Factory,
Foundry, Shop
and Mill,
from 1½ H.P.
to 7,000 H.P.

The time is ripe to introduce oil engines into your neighborhood—engines you can recommend and stake your reputation on—the kind that will help you to more business and more sales because they make good. That means "INGECO" ENGINES—handled by an institution that is not only financially solid, but enterprising enough to take an interest in helping you to make sales—giving you the kind of co-operation that really means something in finding prospects and landing the orders. By our extended mailing campaign we purpose to put our literature in the hands of every one in these Western Provinces who might want our lines. Do you want to share in the resultant business?

We are now ready to consider agencies for the "Ingeco" line of oil engines, and are prepared to make arrangements with live dealers. We guarantee consumption of kerosene with "INGECO" ENGINES not to exceed in quantity what it takes of gasoline to operate a gasoline engine—think of the saving in dollars in one year—in many cases the price of the engine. Why not secure our contract now while you have the opportunity?

Write us for literature and ask about our special introductory offer.

Burridge-Cooper Co., Ltd. WINNIPEG and REGINA

Address Winnipeg Office for contracts.

Starting Something

As a supplement to its May issue of the Harvester World, the International Harvester Company published a little booklet entitled "Start Something."

If that little 16 page story does nothing else, it should start every man who reads it to think, and think seriously. It has more compressed mental impetus to the square inch than anything we have read for a long time, and we only regret that limitations of space will not permit its reprint in full. However we will make an effort to cover in a few words the gist of the story.

A farm machine salesman, named John was, like too many at the present time, suffering from a severe fit of business "blues." He had the prevalent feeling of holding tight and going easy. Business was marking time, so John reasoned that Business knew the speed, and accordingly he had changed gear to a dead slow and stop rate of progression.

But John had a wife, and many of us have wives who may be like John's—women who irritate energy into a man's cosmic motor. Mrs. John, from her seat across the breakfast table, snap-

ped "I am afraid you have lost your nerve, John." John vehemently denied the fact, said that if "things" were right he could make as good sales as any man, etc. And Mrs. John knew he could—but she just told him he had lain down to conditions. Women will always fly in the face of popular opinion, she couldn't see that because everyone said so things must be dull. In short, she got John as mad as a rattle snake with a colic. And the madder he got the better man he became. Read on, and you'll learn how. Just to spite himself that sales couldn't be made John set out for the country in a rig. Did you ever notice that a man in that frame of mind often accomplishes marvels. And he was mad. Don't forget it. He was about as companionable as a skunk. He passed an old farmer and his sons pitching manure into a wagon, and when he thought of the spreaders he might have sold—but for the uselessness whispered by conditions—he virtually called the manure shifters fools. He didn't waste sweet selling talk; he just yelled hard words at them and some

figures, then drove on. But they called his back, and he sold a spreader and eventually a disk.

And John wallowed through his territory that long day in exactly that combative frame of mind. He'd have cussed a fence post if it would have put up a fight, and any man who spoke about "tight money and going easy" acted on him like gasoline to a fire. By night he had made eleven calls, and had sold three spreaders, four disks, a drill and an engine.

John infected other salesman, and also got them mad; he said that "all this talk about business depression was bunk." In short he spread a spirit of confidence around, and his confidence inspired others. Confidence is contagious, and so is fear. When men, as a mass, fear things they go under. The Highland regiments in the British army have won some notable battles because they couldn't see they were licked! They may have lacked perspicuity, but they were in the band wagon when it came to scrapping. But we digress.

John's spirit spread. The sales in his district built optimism in the men at the head office. Things must be looking up they argued. And optimism is just confidence spelled another way.

What was the effect of John getting mad at his wife's criticism? It started not only himself but his district, and beyond that the wheels in far distant factories. Brother dealers, that story applies to you. If necessary, get mad. The method does not matter—but, be like John, go out and get the business!

The Boss Got Bitten

The office boy opened the door and looked in.

"My grandmother—" he began.

"Bah!" snorted the boss.

"Has just died—"

"Wow!" yelled the boss.

"Has just died and left me a lot of money — and I've resigned. See?"

And he softly closed the door.

Big Shipment of Rumely Products

One of the biggest shipments of farm machinery ever made in the United States was made May 14 by the Rumely Products Co., of Chicago, Ill., and La Porte, Ind. destined for use in the corn and wheat fields of Kansas, Texas and Oklahoma. This shipment consisted of two train loads of the company's products, valued at over \$300,000. The trains were decorated with bunting, flags, banners bearing the names of the

farmers to whom the various pieces of machinery were sold, etc. Representatives of the company from Chicago and the branch sales managers along the route accompanied the trains.

Prairie Mechanics

In a recent issue of American Machinist, a writer says that the future will show a difficulty in getting a supply of skilled mechanics for machine construction. He contends that the manufacturer does not look to the unlikely places for his supply of labor—being content to take what the employment bureau and application office supplies. The country remote from manufacturing centers is dotted here and there with bands of men who possess real mechanical ingenuity, and who can be counted on to rise to the occasion in the bent of "break-downs." This is vividly pointed out in the following paragraphs:

"Take the great tractors in the grain belt. Think of plowing on a field so big that to break down on the side farthest away from home was a real misfortune, and then have a job of keeping the work going day and night, no, not with skilled mechanics either, but with your own family.

"This country is not without trained mechanics in out-of-the-way places. The man that I saw riding a collection of plows that were plowing a strip about 20 ft. wide each time around, and seeming to enjoy it, for he was plowing a good-sized farm each day, had been trained at Krupp's in Germany and worked for years in the railroad shops of America.

The Danger of Inertia

Year after year the business world becomes more and more like a quick-sand. We would like to stand still and be happy, but we dassen't; for if we stand still, we sink. Here are some things we must do: We must keep abreast of the time; we must know the new inventions which affect the goods we handle; study improved methods of simplifying office records; learn the activities being performed by other dealers; learn to improve the idle minutes by careful reading, talking business, or thinking on our life problems.

But we must do more than this. Let us all hammer it into our heads that there are three things that we must do, and that it is very imperative for us to perform them. We must study and learn. We must think on what we have learned and evolve plans which could be used in our business. We must act and put those plans into effect.

The Inter-Provincial Fair BRANDON, MAN.

JULY 20th to 24th, 1914

WESTERN CANADA'S GREATEST EXHIBITION

Manufacturers of farm machinery select the Brandon Fair to exhibit their products. It is here they meet the buyers and it is where they are allotted ample space on ideal grounds. NO CHARGE FOR OUTSIDE SPACE. Exhibits are solicited. Applications for outside space received up to July 15th. Get your application in at once for you cannot afford to miss Brandon's Big Fair.

\$50,000.00 IN PREMIUMS AND PURSES **\$50,000.00**

High Class Attractions Splendid Speed Program

ENTRIES CLOSE JULY 11th

WRITE FOR PRIZE LIST

J. S. Gibson
President

W. I. Smale
Secretary

Ten Thousand Reasons

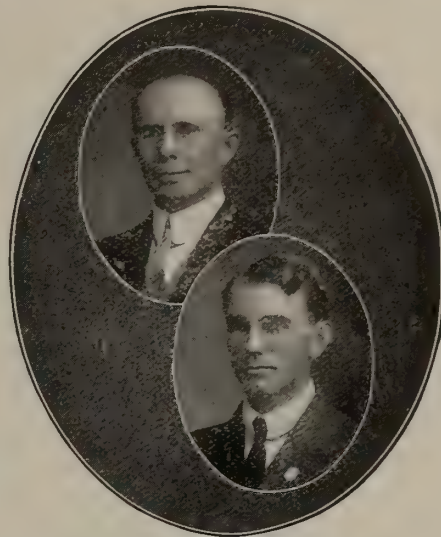
GOOD IMPLEMENT DEALERS

Should be RUMELY DEALERS

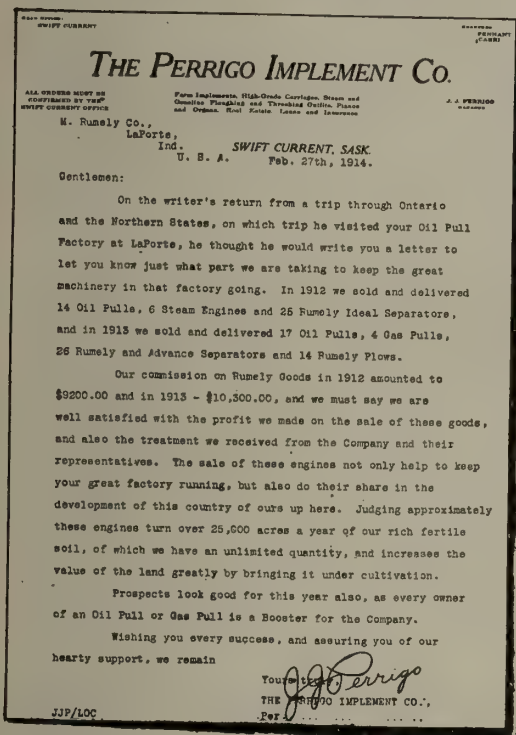
They are Our
10,000 Successful Dealers
from
Louisiana
to
Saskatchewan



J. J. PERRIGO
Manager of the Perrigo Implement Co.

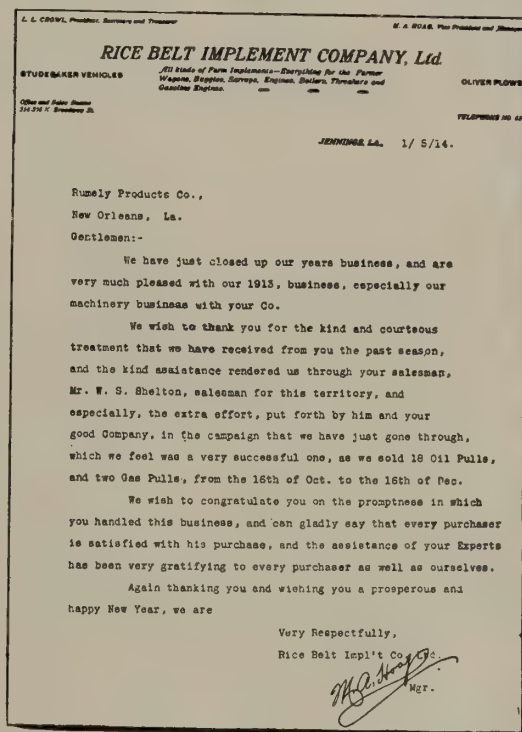


M. A. HOAG, Vice Pres. Rice Belt Imp Co.
L. L. CRAWL, Sec. & Treas. Rice Belt Imp. Co.



Every Rumely Dealer—and there are ten thousand—is proof positive of the money making opportunities opened up by a Rumely contract. Every Rumely dealer is a living, successful, prosperous reason why you should be a Rumely dealer.

The two letters here are from Rumely dealers in widely separated sections of North America. They show what is being done. They are good proof that a hustling dealer and Rumely quality form a combination that is bound to succeed, no matter where located.



From Louisiana to Saskatchewan there are thousands of other dealers, having the same big success with the Rumely Lines.

We pointed out to these dealers that a money-making business could be secured with the Rumely Lines. They saw the soundness of our proposition and have profited.

The same opportunities are open to you. We will be glad to send a man to talk this matter over with you at any time,

Rumely Lines of Power-Farming Machinery

Kerosene Tractors
Gasoline Tractors
Steam Tractors
Kerosene Engines
Gasoline Engines
Steam Engines
Road Machines

Grain Separators
Rice Separators
Feed Mills
Grain Graders
Saw Mills
Saw Rigs

Power Pumps
Power Hoists
Grain Elevators
Fuel Tanks
Clover Hullers
Alfalfa Hullers

Baling Presses
Husker-Shredders
Engine Gang Plows
Traction Disc Plows
Silage Cutters
Cream Separators
Corn Shellers

Catalogs on Request

RUMELY PRODUCTS COMPANY

(Incorporated)

Power-Farming Machinery

Chicago

Aberdeen, S. Dak.
Billings, Mont.
Denver, Colo.
Fargo, N. Dak.
Grand Forks, N. Dak.

Madison, Wis.
Minneapolis, Minn.
Pocatello, Ida.
Portland, Ore.
San Francisco, Cal.

United States Branches

Spokane, Wash.
Atlanta, Ga.
Battle Creek, Mich.
Chicago, Ill.
Columbus, Ohio
St. Louis, Mo.

Dallas, Texas
Des Moines, Iowa
Harrisburg, Pa.
Indianapolis, Ind.
Kansas City, Mo.
Wichita, Kans.

Illinois

Lincoln, Neb.
Memphis, Tenn.
New Orleans, La.
Peoria, Ill.
Rochester, N. Y.

Canadian Branches

Calgary, Alta.
Estevan, Sask.
Regina, Sask.
Toronto, Ont.
Winnipeg, Man.
Saskatoon, Sask.

Toil and The Soil

Great is the sword and mighty is the pen,
But greater far the laboring plowman's blade.
For on its oxen and its husbandmen
An Empire's strength is laid.

—Kipling.

Yet again is the food of the world being produced. Working along with Nature, man has sown his seed and awaits the tender mercies of the oldest mother of all—the earth—so that in a little while he may again bow his shoulders to the burden of toil so that both the hungry and the epicure may be fed.

And what does that work mean? To guide his actions and direct his labor man must draw from the past light to shed into the future; he must act upon that which he won from the experience of the past, and from the scientific knowledge of the race. And behind the tiller of the soil must labor thousands of other workers, for the needs of the race calls for food production that entails the constant manufacture of the best tools and machinery that the human brain can devise.

As the farmer follows his seed drill across the prairie, as he sits on the whirling binder, he is, perhaps unconsciously, stimulating activity in a thousand other channels of the world's work.

The mechanic at the lathe, the artisan at his bench, the operative at his loom, each individual depends upon these solitary figures upon the far distant wheatlands. There will be food for the city toilers, and the producer of that food will have a need for their products. To-day and every day—seed time and harvest—the toilers of the soil are renewing the food supply of the world—and this is the most necessary toil of all—for, brothers, we are, none of us, ever very far from the bread line. Gold is worth little when it cannot buy food. King Midas was only as helpless as we would be without the produce of the good red earth. The farmer, therefore, recreates the wealth of the world. That wealth must be replenished by the interest and profits that are only to be had through the world's crops. Capital seems oftentimes bulky and titanic, what would it be without the crops? Financier, capitalist, captain of industry—each depends upon the laborer on the soil as much as does the veriest beggar who asks for a piece of pie. All schemes are launched and projects undertaken with a view to getting a share of the wealth that comes out from the soil—not as minerals but as grain. The crop value is the lubricating oil for the engine of Business and Finance. If crops

failed, if farmers en masse ceased to work, to produce, wars and rumors of war would be forgotten. The whole human race would have to rise to fight its last and greatest battle—or suffer extermination. And Hunger is the most grisly enemy of mankind.

Since time began every writer has at some time voiced the thought of what would happen in the event of a complete cessation of agriculture. States would be without revenue, Empires would be bankrupt. Unpaid debts and interest would slay every dividend—capital would be pauperized. We talk of our magnificent civilization, could it withstand a five years' bread famine or would the human race deteriorate into a ghastly warfare for the survival of the fittest? Would we swing back into the dim ages of the prehistoric when each man was a clawing, food-hunting atavism. Let us think a little more of and value a little more the toilers of the soil. Let us give them their measure of praise, and let every man who in any way aids the production of the world's food-supply win from the thought a new ideal of his importance to the race and to his fellow men.

Poultry Can Pay the Dealer

Very rapidly Western Canada is beginning to realize the importance of the humble hen. The value of eggs is almost unbelievable, and no one more vividly realizes that than the consumer. Farmers are accordingly begin-

ning to pay more attention to their poultry—a job in the past too often left to their wives—or to anyone who cared. They see the importance of giving their stock the proper attention rather than allowing them to roam at large picking up what feed they can get. This opens for the dealer an opportunity in poultry supplies. In many districts in the western states the demand for netting last spring was so great that jobbers and manufacturers could not supply the demand. Fence business was good, but the demand for poultry netting eclipsed all previous records. While netting is a leader in the poultry supply line, in the West there should be a good market for incubators, brooders and other supplies.

Now that the farmer recognizes poultry are a source of profit, rather than a mere farming adjunct, the dealer ought to find that the increased interest will pay him to develop this business. During the past year or two poultry has been exploited in the daily and farm press, and, either in a good or a bad year for the crops, the hen can be made a valuable asset.

Feature Sales

When an implement dealer succeeds in interesting customers in any article out of the ordinary, he can count on an increase in his sales and profits on that line. For this reason the dealer should present the interesting features so as to attract attention to his line.

A Fair-play Policy

Do you recollect how that versatile humorist, Artemus Ward, when writing to a local editor concerning his wild beast show, said: "Mr. Edditur, yu skratsh mi Back an' Ile skratsh Yourn!"

The philosophy of this lecturer-showman is one that we feel sure the average country editor would like to hear more of. In every community you will find the type of local business man who is perpetually nagging at the editor of the local weekly to "get after these darned mail order concerns." As a matter of fact, we believe that, in the trade press, the more you pile into the catalog house the more it likes it. It is, for it, a species of free publicity, for the trade paper possibly a waste of good space. But, from the standpoint of the local editor, it must be admitted that the business man who does not support the local paper by his advertisements certainly has an unmitigated nerve to outline any policy for the editor of the publication. In Western Canada the local weeklies are doing good work in the matter mentioned, but when a man sends for his job printing to a distant city, and when he does not use an inch of space for advertising in a year, it is only reasonable that editors of country papers should object to wasting their space piling facts against the mail order people, for the benefit of the retailer who does not advertise. The mail order house knows the value of print—and does not object to paying for it. Witness the car loads of catalogs they send out. Possibly the local retailer has the same goods at the same price, but if he has he should advertise the fact in the local paper. Otherwise he can scarcely blame the catalog concern for getting the business. Yes, the policy of Artemus Ward should be that of some of the long-suffering Western editors—to "scratch" only in case of a mutual irritation.

Handling Hay Tools

The selling of hay machinery should be a line of effort that interests the dealer. It comes at a season of the year that is normally rather dull, and when trade of any kind is welcome. Hay machinery covers a wide variety of special machines, not only tools for harvesting, but appliances for storing, preparing and moving hay. It is the bulkiest crop on the farm, and weight for weight takes up most room of any. The universality of the hay crop has had much to do with the large

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

F. D. BLAKELY, Manager

811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS

\$1.00 per year in Canada; Foreign \$1.25 per year. Single Copies, Ten Cents

ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, JUNE, 1914.

variety of machines connected therewith. None of them may be out of place on any territory, but there are preferences to be made by the discriminating dealer regarding the kind and character of machines to be used. The mower and rake are all very well, but the up-to-date dealer should push the innovation of new machines that give the best methods of hay harvesting and handling.

The side delivery rake, tedder and hay loader are often introduced into a district by the hard work of a dealer to overcome time honored conditions. But old conditions and methods are often uneconomical, and this argument can be used in making sales in this respect. No matter what kind or variety of hay is grown most largely in the locality, the methods of harvesting have all a basic similarity. This means tools that do not vary much from the standard types. The mower, rake, pitchfork and hay rack are all right in historical hay making, but there are other tools that help out. The farmer is not slow to see that it pays him to possess hay machinery that will expedite his work.

Canada's Agricultural Possibilities

Every individual in the implement business is more or less interested in the future possibilities of agriculture in Canada. The Census and Statistics Office at Ottawa continually receives inquiries as to what area of land in Canada is capable of devotion to agriculture. As a matter of fact no exact reply can be made, as data does not exist from which definite statements could be made.

The total land area of the Dominion, according to the most recent surveys, is placed at 2,306,502,000 acres. Of that total 1,401,316,000 acres are in the nine provinces as at present constituted, the remaining area consists of the North-west Territories (773,072,000 acres) and the Yukon Territory (132,113,000 acres). It may be assumed that, in the two regions named, no appreciable extent of land will be taken up before all the land within the other provinces has been occupied.

In 1909 a conservative estimate was made of the area in the nine provinces that was possible for future occupation as farm land. At that date the estimate of possible farm land unoccupied was reckoned as 358,835,190 acres. Of this total 24,700,000 acres were in Manitoba, 93,055,000 acres in Saskatchewan and 96,453,000 acres in Alberta.

Again in the present year, 1914, another census of acreage was taken, when it was found that the possible farm land unoccupied has risen to 440,951,000 acres. This increase is due to the extension of the boundaries of Quebec, Ontario and Manitoba, while the total farm land still open in the prairie provinces — Manitoba, Saskatchewan and Alberta — assumes the large area of 272,892,000 acres.

It is now estimated that in the nine provinces of the Dominion an area of 440,951,000 acres is possible of devotion to agriculture in the future, and this figure is in no sense exaggerated for it is only 31 per cent of the total area. No account has been taken of forests and swamp lands which may ultimately be tilled, nor of the northern areas of which the agricultural possibilities are so far unknown, because unexplored and unsurveyed.

Push for Prosperity

Nineteen fourteen ought to be a mighty good business year for the retailer. General conditions are good despite the fact that a few croakers would have us believe otherwise. Hard times are always influenced to a great extent by the mental attitude of the public regardless of actual conditions. We have the resources and if everyone would think and talk good times, the good times would not be long in materializing.

Many of the big stores are printing "Prosperity" advertisements. They say that good times are not just ahead—they are here now. If all advertisers would adopt the same optimistic tone it would have a marked influence upon public opinion and upon business. Talk prosperity every chance you get—it will help a lot.

Multiplication of Personality

Carnegie ascribes his success to his ability to get men to do his work better than he could do it himself. In most cases our modesty is so anaemic that it cannot stand the strain of making a similar confession. We can't admit that anyone else could do the thing as well as we could. But every business man knows that if he is to make a big success he must learn in some way or other to multiply himself. So the salesman must learn to multiply himself; to use every possible assistance which is thrown in his way or which he can dig up. The better the salesman the more he needs assistance, because the bigger man he is the more valuable is his time.

How many of us have seen a business man who would, at the lowest estimate, place his monthly value at \$600.00, suddenly awakened to the fact that he often was doing little jobs which a \$15 a week girl could do equally well—possibly better—than himself.

Take Care of Your Awnings

Awnings will last longer and look better if they are dried out when they get wet. Many dealers are inclined to leave their awnings down to soak and drip through a heavy rain. This is hard on awnings. Rain has about the same effect on canvas that it has on any other fabric. Then drip may fall on the awning from the roof and the flying soot may lodge on it. Awnings kept down in the rain soon become faded, discolored and dingy. To preserve awnings it is best to haul them up when the rain starts. But if they get wet, they should be lowered as soon as the air is right and be permitted to dry out before they are again furled up.

Happiness for Hogs!

A recent report states that H. L. Ide, president of the Hog-Joy Company, Springfield, Ill., has been granted a patent on his famous hog oiler, which is a device for enabling an animal to apply liquid to its skin, including a trough for holding the liquid.

All that we now need is a patent hog safety razor, a hog manicure set, a combination trough cocktail mixer and a mechanical masseuse for the anatomy of the porcine species.

The Value of Farm Machinery

In these days of much talk about the high cost of living we are confronted by a startling truth: that if it were not for farm machinery we could not live at all. If we had no farm machinery our great cities, centers of industry and wealth, would shrivel and disappear. Instead of having 40 per cent of our population in cities, as is the case today, there would be only 3 or 4 per cent of the people who could afford to be urban dwellers. And the other 96 or 97 per cent would be mighty busy trying to wrest a living for themselves and their city brethren out of the soil.

When a man tells a woman that he is not worthy of her she can bet her last coin that he is telling the truth.

Personal

W. J. Legate has closed down his implement business at Caden. . .

Swain & Legge are two partners who have opened a garage at Morris.

M. O. Rollefson has sold out his implement stand at Rosetown to a dealer named J. L. Peters.

D. Keir has sold out his implement business at Athabasca to a dealer named F. R. Falconer.

Peter Aylesworth has discontinued his implement business at Killam and has left that center.

D. G. Toland has sold out his implement business at La Fleche to a dealer named L. W. Crockett.

J. D. Turner has enlarged the business side of Central Butte by the addition of a retail implement store.

R. Elliott, Strongfield, has sold out his implement business to two brothers named H. A. and W. A. Dingman.

Harry Brooks has bought out the implement business at Brock that used to be carried on by W. T. Johnston.

Geo. Fosberg has opened up a new retail implement business at Czar. We wish him every success at his new point of activity.

Pine & Nugent, an implement concern at Kindersley, have sold out their business at that point to two dealers named Moxley & Corneil.

The firm of Robertson & Gould, Marquis, has been broken up. In future John Robertson will carry on the concern single-handed.

Wilson Bros., who carry on a thriving implement business at Tugaske, have enlarged their interests by opening a branch store at Central Butte.

A. D. Buzzard has enlarged the business side of Cereal by opening up a retail implement store at that point. We wish him success in his new venture.

E. G. Code has enlarged his implement business at Flaxcombe by taking in a partner. The firm now does business under the heading of Code & Gould.

The firm of McMahon & Thompson, Newdale, has had a change in management. The business is now being carried on under the title of McMahon & Shanks.

M. J. Jones has closed down his implement business at Elbow, while in the same town Leyland and Myers have sold out to a couple of dealers who will do business under the heading of Rimdorf and Lembeck.

J. T. Croft has bought out the implement business at Carievale, formerly owned by S. Washburn.

T. E. Marron has bought out the implement business at Elm Creek, formerly controlled by H. F. Berry.

R. W. Allen has sold out his business at Piapot to a couple of implementarians named Overton and Gilchrist.

Weaver Bros. have opened a new implement stand at Melfort. We wish them every luck in their new location.

The implement firm of Yeates and Jackson, Shellmouth, has been broken up. In future F. Yeates will continue alone.

The firm of Campbell & Dodd, Mildred, has had a change in the proprietors. Mr. Campbell has gone out of the business, and Mr. Dodd has taken another partner named Lunney.

The firm of McDonough & Lounsbury, Ogema, has been broken up. Mr. Lounsbury retires from the business which in future will be controlled solely by E. McDonough.

The firm of Vaughan and Nelson, Lampman, has been dissolved, Mr. Vaughan retiring from the partnership. The concern now does business under the heading of Murphy and Nelson.

Homer Bagshaw has bought

out the implement business at Bridgeford formerly owned by Charles H. McLean. In the same town A. Silcox, a dealer, has enlarged his sphere of action by opening a branch store at Gilroy.

S. H. Chapman, president and general manager of the Ontario Wind Engine and Pump Company, was a recent business visitor to Winnipeg. After a short time in this city Mr. Chapman proceeded West to Calgary and other points. He was optimistic as regards conditions, and looks forward to a good season.

James I. Haynes, formerly connected with the advertising department of the John Deere Co., Moline Ill., has been appointed advertising manager for the American Gas Machine Co., of Albert Lea, Minnesota. Mr. Haynes has had a wide experience as a publicity man, and was for several years connected with various daily newspapers.

We extend our sincere sympathy to D. Duncan, manager at Brandon for the Cockshutt Plow Company, whose father, James Duncan, passed away at Miami, May 23rd. The late Mr. Duncan was one of the pioneers of the West, coming to Nelson from Scotland in 1873. After an eventful career he settled in Miami, in which community he was highly respected by all.

Figuring Economy

It is estimated that there are more than 12,000 threshing machines in Western Canada, and it is conservative to say that each will thresh on an average at least 20 days each season. Threshing outfits that have used the Stewart Sheaf Loader give proof of what that machine can save them daily, some placing the sum as high as over \$30, others \$25, others, again, \$22.

Let us, however, get below the usual amount stated by satisfied owners of this machine, let us assume that only an average of \$20 per day is saved. That is, multiply your outfits, 12,000, by the minimum figure of twenty dollars, and we find the astounding total of \$4,800,000 saved the thresherman of Western Canada in hard cash in one season.

One Saskatchewan thresherman ran thirty days last fall, and averaged 2,250 bushels of wheat per day, using the Stewart Sheaf Loader. The year before, with a lot of extra expense and no loader the best he could do was 1,800 to 2,000 bushels per day. Let us assume that he saved only 200 bushels a day. His season's total of grain saved would be 6,000 bushels—and that represents some money when turned into cold cash.

It has been proved time and again that the Stewart Sheaf Loader saves at least one-half bushel per acre by picking up the loose straws. That shows the cost of stookers who won't tie up loose bundles, and without the loader most of this is left on the field. In Eastern lands they value grain and hate waste—they don't get our West Canadian yields! Even as did Ruth in the Biblical times, so you will see hundreds of women hand gleaning the fields. The modern sheaf loader may not be so pretty or allegorical a picture as Ruth, but its a mighty sight more efficient. And when it is figured out in cold cash as a saving medium it wants the consideration of every modern grain grower. On the same basis, an investigation of its qualities gives the retail implement dealer a wide variety of selling talk, while it is a machine which well merits the word "essential."

Learn to Succeed

There are salesmen to-day who never heard of Emerson who still feel perfectly sure that they can learn nothing. But also there are those who learn and make good. Keep your information account open always. Let your mind be as receptive as the thirsty earth to the spring rain. This is the attitude of the real student of conditions. It is the attitude that most effectually prevents that abnormal growth called the big-head. It is the attitude of the successful man.

What One Firm Did.

If you doubt the fact that the retail dealer can profitably handle heavy power machinery read the letter from The Perrigo Implement Company of Swift Current, Sask. You'll find it prominent in the advertisement of the Rumely Products Co., also the face of our old friend J. J. Perrigo, manager of the busy store on Eleventh Avenue, Swift Current.

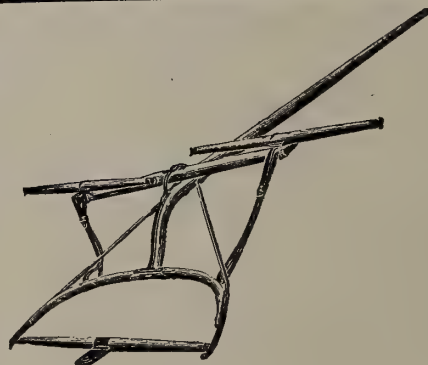
A Daily Thought

In every line of business, no matter whether conducted upon a large or small scale, it is the little things that count. The little expenses, the little wastes, the little economies are the ones that turn the balance of accounts either for profit or loss, and it is these little things that need the closest attention. The larger and more important details of every business are carefully looked after; there is very little chance for neglect, carelessness, or oversight respecting them.—S.-M. Chronicle.

The Best Money Maker on the Market Today

Carried in Stock in Green,
—Black and Carmine—

With and Without Standard Couplers



"The Standard"

Specifications of the "STANDARD" Ironed Pole

General Description. This is a very popular Pole, being ironed in a substantial manner, the cut being an exact reproduction of the same.

Forgings......One piece round iron stays; drop forged hammer strap; wrought iron bottom tee extending 11 inches on circle; all irons nicely fitted and not brightened.

Equipment....."Standard" Yoke with Acorn Tips, 44 inches long.

Bolts and Clips. Malleable whiffletree clips. Fin head bolts.

Singletrees.....Malleable ferrules and cockeyes.

Style of Bend. Made in Double Bend.

Grade......XXX.

Sizes......No. 1, 1 1/4 x 2 in. No. 2, 1 3/4 x 2 1/4 in. No. 3, 1 7/8 x 2 1/2 in. No. 4, 2 x 2 3/4 in. No. 5, 2 x 3 in.

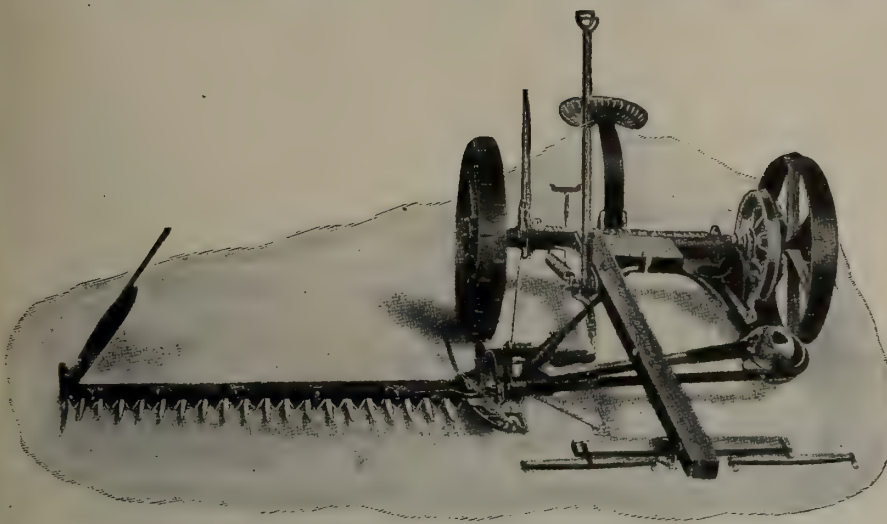
Painting......Four coat work in Black, Green or Carmine (other colors and striping extra.)

Write for Prices and Catalogs. It will pay you.

D. ACKLAND & SON, LTD.

Winnipeg, Man.

CLEAN WORKING HAY TOOLS



Dain Vertical Lift Mower

CLEAN CUTTING

Clean work as a cutter is the first quality to look for in a mower.

Dain Mowers cut easy and clean at all times. This is one of the qualities that has made them famous and appreciated by farmers everywhere.

Every ounce of pull exerted by the horses is turned into cutting power. The transmission gears are so assembled that each gear keeps the other in mesh and running in correct alignment. No power is wasted by friction of the running parts.

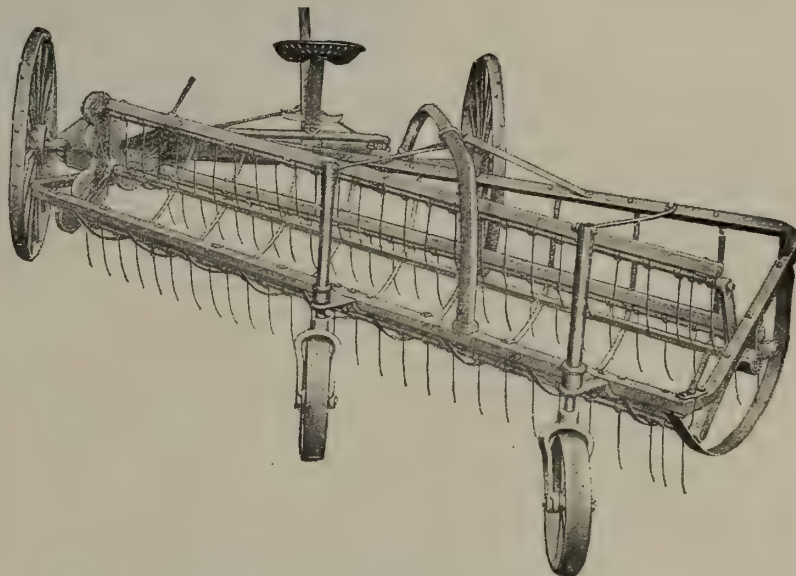
Strength, ease of management, durability, light draft and accurate adjustment are qualities characteristic of Dain Mowers.

CLEAN RAKING

The Dain Side Delivery Rake works around the field the same as a mower, gathering two swaths into loose fluffy windrows. Hay gathered in this way becomes thoroughly air cured and not sunburned or discolored. The feeding value is not lost.

The teeth have a forward upward movement, which lifts the hay up instead of dragging it along the ground and will gather light or heavy hay equally well.

Hay gathered by the Dain Side Delivery is free from trash and foreign matter, and air cured by being gathered into windrows contains the greatest feeding value, and brings the highest market price.



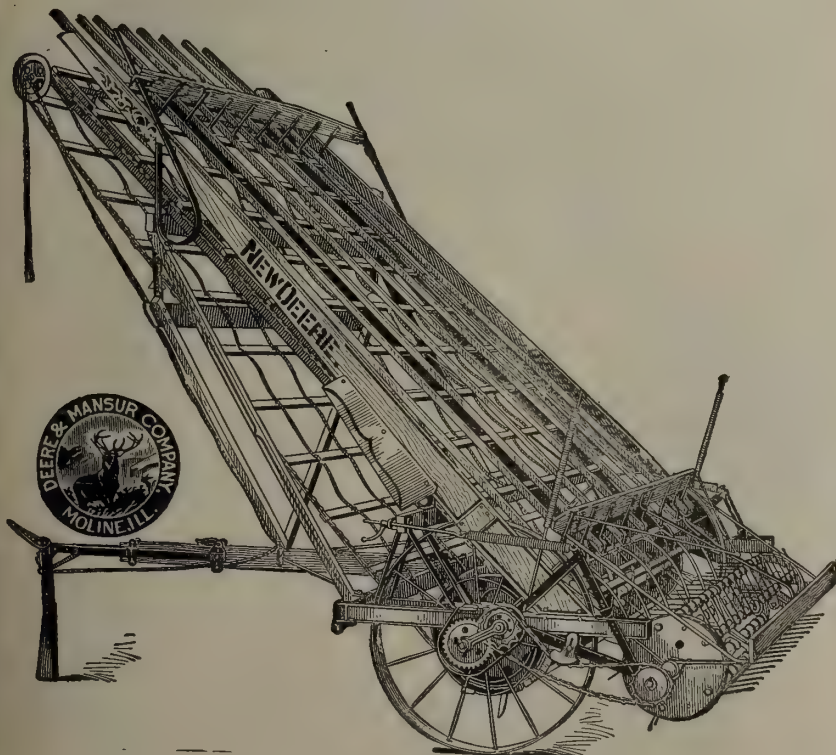
Dain Side Delivery Rake

CLEAN LOADING

Clean hay gets the top price for the farmer. The New Deere Loader will gather anything from a light swath to a heavy windrow in a clean, easy manner.

The hay is reeled up instead of being hooked up and threshed. Fingers of the cylinder do not touch the ground, so do not gather up trash. The raking parts are flexible and adjust themselves automatically.

The New Deere is the lightest weight loader of its width. The highest at point of delivery. The cleanest raker, and acknowledged as the best all-round loader built.



New Deere Hay Loader

Clean Hay, well cured, means more money for the farmer. That means a satisfied customer. Your best advertisement. Write for our Booklet on Hay Tools.

John Deere Plow Co., Ltd.

Winnipeg
Saskatoon

Calgary
Regina

Lethbridge
Edmonton

Testing Light Draft in Wagons

For the elimination of friction, the reduction of draft, there can be little doubt that the roller bearing is one of the most powerful assets in wagon design, or, in fact, in any vehicle. A unique test showing the lightness of draft in a Davenport steel roller bearing wagon was recently held in Kansas City, Mo. Alongside one another were placed a Davenport roller bearing wagon and a wooden axle wagon of the usual type. Each was loaded with 4,000 lbs. of lead ingots. A team of horses was hitched to the two wagons, the hitch being made by an improvised evener attached to the two tongues so that the slightest difference in draft would be apparent at once. The test was conducted on a dead level road so that the draft was entirely a matter of wagon construction.

When the horses went ahead a considerable difference was noted in favor of the Davenport wagon, which kept a lead over the other. An attempt was made to measure the difference in draft. Lead ingots were transferred from the wooden axle wagon to the Davenport, and only when the latter had a load of 4,500 pounds against its competitors 3,500 was the pull an even one. That meant a difference of 1,000 lbs. in load in favor of the roller bearing wagon.

The accompanying illustration shows the arrangement of the two wagons during the test, which was witnessed by H. F. Evans general manager of the Davenport Wagon Co., Davenport, Ia., who came to Kansas City expressly for the purpose. A number of the officials of the John Deere Plow Co. were also spectators, F. R. Lenhart, special Davenport wagon traveler conducting the test. The last named gentleman was the originator of

the idea. Several weeks ago a hardware company in Oklahoma had trouble with a customer, and they called in Mr. Lenhart as judge in the case. The customer bought a Davenport wagon and gave a note for \$100. When the note became due he returned the wagon and sued for recovery of the note. Mr. Lenhart appealed to the customer to be fair minded—to try the wagon by a comparative test. It was agreed if it would not do what was claimed for it the customer would be relieved from payment. The test



Testing the Draft in two Wagons—one with Roller Bearings and one without them

was then conducted, in exactly the same manner as was done in the accompanying photo taken in Kansas City. Fully convinced, the doubting customer paid his note, humbly apologized and hiked for home on his Davenport—a satisfied man.

Retail Advertising Extraordinary

The Pratt-Gilbert Co., Phoenix, Arizona, dealers in implements and vehicles, don't do things by halves. They recently planned a monster opening, and to that end used seventeen pages of an eighteen page section of the Arizona Gazette, of Phoenix. Two pages of the seventeen were devoted to the history of the busi-

ness, views of the premises and sketches of heads and employees with photos of each individual. The balance, fifteen pages, was used for display advertising of their lines. The opening was a supreme success, testifying to the spirit of enterprise in a firm of retailers who believe in advertising.

Fire Prevention in Small Towns

A pamphlet recently issued by the Western Canada Fire Underwriters' Association deals with suggested by-laws for small towns. In it are facts that should receive the attention of every re-

The Value of Taking Discounts

The retailer, does not, in many cases, realize the high price that he pays for the privilege of taking full time on invoices. Look at the following interest equivalents of some usual cash discounts:

1. One per cent in 10 days on a 30-day bill means 18 per cent per annum. Example: Invoice \$1,000, 30 days net, 1 per cent for cash in 10 days. If the merchant pays in 10 days he receives \$10 cash discount, which in effect is the interest the wholesale house pays him for the use of \$1,000 for the 20 days' unexpired time. This is at the rate of 18 per cent per

annum. Proof: The interest on \$1,000 for 20 days at 18 per cent is \$10.

2. Invoice \$100, terms 60 days net, 2 per cent for cash in 10 days. Discount \$2.00 unexpired time 50 days, interest equivalent 14 4-10 per cent per annum.

3. Invoice \$1,000, terms 6 months net, 6 per cent for cash in 30 days. Discount \$60, unexpired time 5 months, interest equivalent 14 4-10 per cent per annum.

These few examples will show what a heavy disadvantage the retailer works against when he takes full time on his bills. He could at times borrow money to discount his purchases and make 6 to 10 per cent on the transaction.

Secretary Stead, of the Western Canada Life Underwriters' Association, Winnipeg, will doubtless be glad to send a copy to any enquirer.

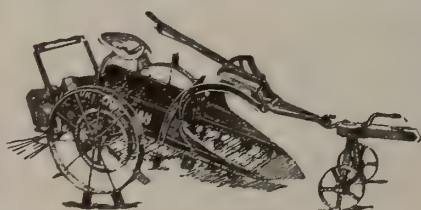
MONEY IN POTATOES

and consequently, money in potato machinery.

Farmers recognize the profits of potato growing and the stability of the market for potatoes as an opportunity they should take advantage of. More potatoes are grown every year.

This creates a demand for potato machinery that means money for YOU. Investigate the

O. K. CANADIAN POTATO MACHINERY



before all territory is taken. Look into the advertising we are doing and the way we help you to make sales, and you will know that you should handle the O.K. Canadian Line.

Write for Catalogue and Prices

Canadian Potato Machinery Co., Ltd.

Galt

Ontario



The Wagon Loaded

Lloyd's Low-Down Wagon Seats

Make Money for Dealers

When in use the suspension springs provide the most satisfactory driving seat any farmer could wish. Though light they are the acme of strength and durability.

Order your next shipment of wagons without seats, and supply them Lloyds.

Give Your Customers

Comfort Coupled with Satisfaction

Get the opinion of the man who has driven twenty miles in a wagon provided with a LLOYD'S SUSPENSION SPRING SEAT. He is enthusiastic over it—so will EVERY CUSTOMER be to whom you sell one. Full protection from the wind, complete control of the team, and continual comfort—all at a cost within the reach of any farmer.

Write to-day for full particulars and prices.

WAWANESA WAGON SEAT CO.

WAWANESA, MANITOBA



Going Home

The Era of the Engine

The gas engine, or rather the internal combustion engine—to be exact—occupies a very significant place in the industrial and agricultural life of today. When you come to think of it, politics and state-craft are little things compared with the developments that have counted for much in civilization. The names of dead kings are forgotten—the names of great inventors are more likely to survive in the memory of the human race. If you were asked who started the epoch of the steam engine, you would remember the names of Stevenson and Watt; whereas you may not recollect that such a monarch as Charles II. ever existed. Again, Henry the Eighth only is remembered through his fondness for getting married once every little while.

Every great invention marks a new era in civilization, a distinct mark in the history of the world. The submarine, the flying machine, wireless telegraphy, the discovery of radium—all these may be classed as great strides on the part of humanity, yet, with both the flying machine and submarine, the gas engine was the first essential.

The call of the world is for bread, and the farmer to supply it must have efficient help. Listen to what Zeno W. Putnam says regarding the farmer of the future:

"The farmer of the future must be a mechanic rather than a day laborer. He will have time for little but the intellectual part of soil-tilling, while the manual labor will more and more of it be done with wheels and levers. Hand labor was long ago dispensed with in the mill and factory wherever possible, because it is more expensive than the factory can afford. The farmer has adhered to the harder and more costly method and has performed work manually that some adequate farm power might have done better and cheaper.

"Various forms of farm power have been tried and have failed. The treadmill was not a real power, but a clumsy means of transmitting the limited energy of some animal. It was unsteady, hard to operate, and soon became a synonym for drudgery.

"Sweep power is hard to move, cumbersome and usually requires the exposure of its operators to every storm.

"The water wheel is of very restricted application. It may easily fail in dry weather, and, at best, cannot be moved about.

"Windmills are objectionable for the same reason; also from the unreliable nature of their motive force.

"Steam alone has been the only serious competitor of the horse in general farm work; still it is not by any means the ideal farm power."

The modern farm calls for work at many different places and at brief intervals. The ideal power, therefore, is that which will be ready at any time and which will cost nothing when not in use. Electricity would answer for this power, but it is not portable unless through the medium of some expensive equipment. To get electrical energy we must transform mechanical energy, a process that is wasteful.

The steam engine is truly an adaptable power, but only for large power production. It is impossible with it to produce cheaply from one to three h.p.—a thing easily possible with a gas engine. Also the water and fuel necessary for steam production means weight, while a vast amount of the heat applied is wasted, as are various by-products of the fuel. To raise

steam for a steam engine also requires a certain amount of time, consequently for short runs it is far from economical.

At the present time the gasoline engine is the only answer to the demand of agriculture for cheap and adaptable help. Climatic conditions do not affect it, and its variety of size is unique among all mechanisms. Adapted to the steam tractor, it plows, harrows and seeds at one operation, doing the work better and more cheaply than can horse power. It threshes, hauls, drives and loads. It is to be seen irrigating fields or pumping dry, swampy areas. In scrub country, with heavy plows, it roots, plows and hauls, adding fruitful acreage to the earth. Whatever the occupation, however menial, however humble, the gas engine cheerfully tackles it; and it never shirks its job.

For the housewife it operates washer, wringer, pump, churn, separator. It cuts a store of wood for her and can even sweep the floor and wash the windows. It is too late in the day for mankind to directly apply manual strength. He can conserve it and multiply any of his efforts by the adaptability of engine power.

But who is to sell this machine successfully? Is it not the

**We
Help
You
Sell**

We sell the famous Armstrong engines through dealers, and guarantee them for ten years. These engines were tested to the limit on the successful Armstrong Well Drills, and then offered to the trade.

**Armstrong
ENGINES**
BUILT FOR SERVICE SINCE 1867

1 1-2 to 20 Horsepower

give the greatest service with the least trouble and smallest expense in operation and upkeep. We give your engine customer a built-in, gear-driven Magneto—the most perfect mechanical ignition system known. Also starting cup—spark adjuster—speed changing device—a correct hopper cooler—extra heavy fly-wheels, etc.

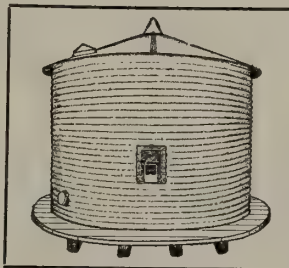
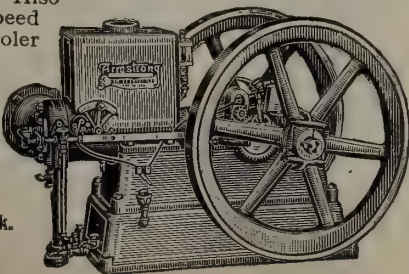
Both quality and prices appeal to the farmer. You can do a good business on Armstrong Engines. Write today for dealers' proposition.

ARMSTRONG MFG. CO.

204 Drinkle Block No. 2, Saskatoon, Sask.
Home Office and Factory, Waterloo, Ia.

Nearly 3 million farmers see Armstrong Engine advertisements in their papers. Thousands of them write to us, and to each of them we send our valuable catalog and also the name of the dealer in that territory.

Our advertising in the strongest agricultural papers is fairly pulling engine buyers into dealers' places of business.



Implement Dealers

Who want to handle a proved

PORTABLE GRANARY

Should see ours and get our
Special Proposition

THIS is not a product that has only been on the market a few days, it was the first in the field and has been proved by the actual use of thousands of them on the farms of Western Canada.

OUR PROPOSITION

Our proposition enables you to give your customer terms that just suit the requirements of the Western Canadian farmer and to make a good profit for yourself.

This is the season to begin your campaign.

Write at once and secure the territory. We will help you to work up the sales.

Winnipeg Ceiling & Roofing Co., Ltd.

Manufacturers of Metal Shingles, Sidings
and Corrugated Sheets

WINNIPEG

P.O. Box 2186 G

MAN.

man who understands its use and who has in his brain some of the romance of its possibilities? Never had any salesman a greater field for his oratory than in selling the gas engine. It appeals to his imagination as does every mechanism that can do a multiplicity of things. It bears with it fact upon fact that will convince the stoutest hearted argument levelled against it. It has been proven that where the gas engine is mostly found it is usually through the efforts of a live local dealer. It does not so much depend upon the wealth of the territory or the value of the farms. The fact of engine sales can be summarized by a story told at the last convention of the Gas Engine Association.

The speaker, Mr. Sypher, said: "You talk about educating the farmer to buy the gas engine. Good, I agree with you. But I can, in my home territory, take you fourteen miles north of this city to a little town with only two saloons, a post office, a grocery store and an implement dealer in it, and that fellow in the last three years has sold more than **one hundred engines**, and has sold them to farmers. And I can take you twenty miles south to a better country, where the land is worth more per acre, the inhabitants are of a better class and more educated than the town in the north. In the town twenty miles south is a dealer with a rating of \$20,000, a first-class implement man; and he sells gasoline engines. But in

the last three years he has not sold ten. He has a partner, a crackerjack of a salesman. Why has one man made a success and the other fellow not? One fellow is a live wire and knows the gas engine business but the other fellow is a dead one. This fellow that has made a success fourteen miles north of here has taken the gas engine proposition, educated himself first, and then gone out and educated his people and sold the engine. The other fellow doesn't know a spark plug from a fly wheel when it comes to gas engines; he simply sells gas engines because some farmer comes in and says he wants to buy one."

Keep Tires out of Ruts

Great damage may be done to the tires by not carefully avoiding the many causes of rapid wear when driving. One of the greatest of these is driving in ruts. The tread of the tire will be unharmed while the sides are scraped and torn to such an extent that the inner fabric will be exposed at many points. Wear on the sides of the tire is not alone occasioned by travelling in ruts, but will also be caused by habitually making close turns or when approaching the gutter; that is, the wheel nearest the curb will scrape against the stone and wear the tire very quickly. The sides of the cover, although they are very strong, are not protected by a thick, tough covering as is the tread.

War and Peace

What man in Western Canada has not stood and watched the most peaceful warfare on earth—the conquest of the soil. The hard battle of breaking the raw, virgin soil, the earliest engagement with the enemy. Then the cultivation, the breaking up of the insurgents into useful strata, not of society, but of soil. The sharp warfare of seeding, fought against time. The waiting weeks while each soldier of the earth has to hold his position against the forces of Nature. And, at the end, the great, decisive victory, when the whirling shrapnel of the binders shear down the swaying stalks, and lay them on the peaceful battlefield of the prairies. Brothers, it's the best and the only useful form of warfare in existence, the only battlefield that does not yield waste, want, death and broken hearts

* * * * *

Let us swing away from the prairie and the bluff country to the far distant peninsula of Korea. To look upon it is not so dissimilar to Western Canada. By the side of a wide river, clear away to the horizon, lie wide fields of millet—the Liao-yang of the Koreans. The Russians and Japanese are spread out in a battle frontage of fifteen miles—and nearly as many miles of print were subsequently covered concerning this engagement by the war vultures who follow the troops.

A steady, concentrated fire is driving the Russian peasant soldiers backward, through the heavy millet and stunted scrub. Shrapnel shrieks and the ghastly chorus of high velocity bullets fills the air. But doggedly, without an answering shot, the peasants straggle backward. They know that they cannot face that surge of little brown faced fanatics, and with inefficient officers they lack the fighting spirit we read of. And why not? Big children, torn from homes on the Volga or the southern plains, to fight men they have no personal dislike to. They do not even

know the reason of the war. But each peasant cannot forget that his miserable little crop has not been seeded—that his wife and babies will starve through the long, hard winter that approaches. One such, a fair-haired giant from the Don country, comes striding through the millet, carrying his rifle as a peasant usually carries a hoe. It is an implement he does not understand. But do not mistake. He is not afraid. He walks leisurely, singing the while a simple folk song of his beloved southern Russia. And he thinks, through all that ghastly crash of artillery, of the fine feed that the trampled and crushed millet would make. A shrapnel shell bursts beside him, and when the dust and black gases have lifted, he lies, with shattered body and grotesquely twisted limbs, dying. The pain in the glazing eyes is not all physical; he is too badly hurt to feel much. But, with the last remnants of flickering consciousness he is thinking of his untilled field, his wife and hungry babes. And the last thing he sees is the swaying heads of the millet.

* * * * *

That is only one incident—warfare has a thousand such. To the south bullets whine their way over bodies, or dully open the fleshly door for the spirit of a strong man. And shrapnel will shriek out its death song also.

How much better the peaceful battle of the sheaves, the whirr, not of bullets but of binders? How much better the trimly tied bundles than those twisted bodies upon the dusty plains or behind the trenches? Have you ever seen the dripping oil or grease from a tractor make an ugly stain on the fresh cut stubble and the sun dried earth? Brother, it is not ugly; it is beautiful compared with crimson life blood being sucked into the pores of the dry earth.

And the crookedest line of stooks is lovely and symmetrical compared with the writhing bodies of wounded men after the

Live Implement Dealers can secure our Agency Contract.

Our liberal contract means big profits and our extensive advertising campaign will make many prospects in every district.

Prompt payments and fair adjustment of all claims made in the past have won for us much favor, and policies can be easily closed.

Be a big money maker this year and secure policies for

The Canada Hail Insurance Company

AND

The London Mutual Fire Insurance Company

Of Canada (Established 1859)

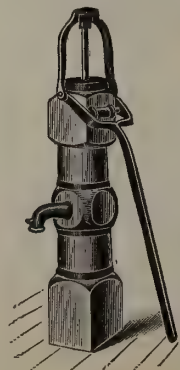
To insure your customers is to guard your collections. In this way you reap a two-fold benefit.

Write us to-day for full particulars while your territory is still open.

Matthews, Wrightson & Co. (Canada), Ltd.

GENERAL AGENTS

720 Union Bank Building, Winnipeg, Manitoba

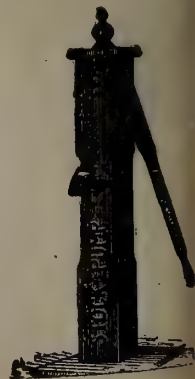


Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order
Brandon Pump & Windmill Works

Brandon Man.



line has gone forward. Victory! There is no victory in war. It is a damnable idea for any rational or civilized being to contemplate. To settle matters of right and justice by means of introducing into human bodies steel tipped substances that tear them to pieces is as reasonable as ducking elderly ladies to see if they are witches.

Only one class of men really realize the uselessness of war. They lie behind the firing line, bleeding and tortured. But, in their last few moments of rational thought, their instinct dumbly asks the cause of this harvest of death betwixt nations.—A.A.T.

Satisfying the Customer

A dealer trips himself up every time he makes a customer keep what he doesn't like and doesn't want.

The dealer who can say, "We don't offer to return your money because we think you will want it, for we are pretty sure you will not," shows that he has confidence in his goods and is willing to guarantee them.

Every customer who backs up and wants his money ought to get it first; then the dealer should find out why the goods did not

suit and offer to supply something else or to get the party just what he wants. The customer, with the money in his pocket, and feeling happy at being let off so easily, feels bound to make some purchase to replace the article complained of. In the end the dealer not only loses nothing, but gains the gratitude of a patron and establishes a reputation for giving a square deal. You disarm all criticism by taking the initiative in making your party pleased with himself and grateful to you.

Of unreasonable, exasperating customers, there are plenty, and they stir up a vast amount of trouble; but the best defense against them is an abundance of patience. Get on the human side of them and with patience as your ally, you will find them very much like other human beings, and not so very hard to handle once you allow them to get their grievances—whether real or imaginary—out of their system.

The real object is to satisfy the customer, and dealers will do well to instil this principle into the minds of everybody who has anything to do with the sale of the goods.

The faults a man boasts of show what a fool he is.

McLuke's Philosophy

It is none of your business when a man's nose supporter breaks. But it is everybody's business if it happens to a girl.

Before marriage he sighs because he can't get her. After marriage he sighs because he can't get rid of her.

When Father was courting Mother he used to stick around until the milkman came. That's the reason why Mother tells Daughter that no Gentleman will stay later than 10 o'clock when he calls on a girl.

Practice may make perfect in other things, but it doesn't seem to improve the marksmanship of tobacco chewers.

Diamonds and wine and limousines may be luxuries. But don't forget that a five cent sandwich is also a luxury if you only have four cents.

When they are married all you can hear is "honey" and "lamb." But five years later all you hear is "money" and a word that rhymes with lamb.

There was a time when you couldn't tell whether a girl was made out of dry goods or the real thing. We said there WAS a time.

Once in a while a bachelor gets

so desperate that he imagines he has as many troubles as a married man.

It doesn't take a bride long to get the Depth of His Love and the Price of Ham and Eggs all balled up together.

The fonder a woman is of dress the less of it she wears.—Carriage and Wagon Builder.

Manufactures by Australian Government

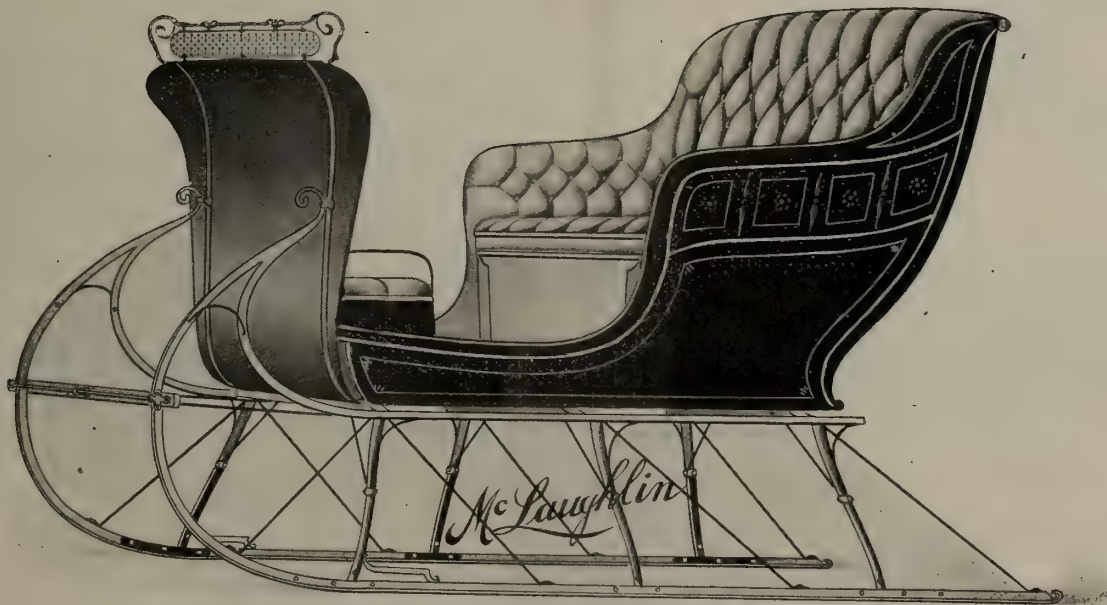
The government of New South Wales intends to manufacture agricultural implements and wheat bags. This is the result of a deputation who pointed out that sacks cost the farmer \$2.13 to \$2.19 per dozen, and various other commodities were also high priced. As usual the middleman has been blamed for this condition of affairs.

A Strict Sense of Duty

The touring car had turned upside down, burying the motorist under it, but the village constable was not to be thus lightly turned from his duty.

"It's no use your hiding there," he said severely, "I must have your name and address."

One Grade Only—and that the BEST



No. 295 $\frac{1}{2}$ Semi-Auto Seat "Manitou"

WE are building for the Western Trade the finest line of up-to-date Cutters on the market. All the latest styles in semi-auto and full auto seat Cutters are illustrated in our new Catalog. **SEND FOR COPY TODAY.**

Agents Wanted in Unallotted Territory

McLAUGHLIN CARRIAGE COMPANY, LIMITED
OSHAWA, ONTARIO

Western Branches: Winnipeg Regina Saskatoon Calgary Edmonton Vancouver

An Up-to-Date Factory

Down at Lincoln, Nebraska, the Cushman factory, from which emanates the famous Cushman binder engine, is one of the most up-to-date plants to be found in the whole of America. The factory, of which we reproduce a photograph on this page, was de-

The offices, sales department and sample room are located on the second floor, where ample facilities are provided to give the best possible service to the clients of the company.

One of the most notable features about this plant is the perfect dis-

perfect system of ventilation, washed air being forced into the rooms at all times, and a perfect heating system.

The Cushman people look carefully after their workers. A hall is provided where they train a band. The company has a good baseball team which last year was a member of the Lincoln city league. The company also has its own laundry to wash the men's overalls.

The past month has shown a great increase in general engine business for the Cushman Motor Works of Canada throughout the West, testifying to the value placed upon their products by the farming communities.

nishes labor for the citizens, improves his property and is usually a good neighbor and a credit to the city.

Evils of Misrepresentation

Selling goods at a fixed price that represents profit to your house is salesmanship, but the man who is constantly cutting prices and seeking ways and means by which he can secure orders by manipulation and misrepresentation, contrary to the rules of his house, is not a salesman, and he will not only prove a disappointment to his customer, but to both his company and himself as well. Never misrepresent your goods. When it becomes necessary to do so it is time to quit the business, or secure another line that does not require misrepresentation.

Price and Quality

There are two features of advertising which require elaboration: price and quality. Naturally, people are always looking for the lowest price they can get, but they also want the best they can get for the money. A reason for a higher price is just as effective in business as a low price. Price figures in the transaction, but it is the quality of the article that counts after all.

Eighty Entries for Tractor Meet

With eighty entries for the power farm tractor meet to be held in Fremont, Neb., August 17 to 22 the promoters of the week's exhibition look for a much larger and more successful meeting than the initial one of last year. This is twice as many entries as in 1913. Six hundred acres of land have been obtained for the demonstrations three miles west of the city.

Build Up Your Town

Consequential citizens construct cities.

There are no growing pains in the growth of a city.

In city building a little optimism is worth more than all the pessimism in the world.

Human energy, intelligent activity and breadth of vision are the most necessary essentials in city building.

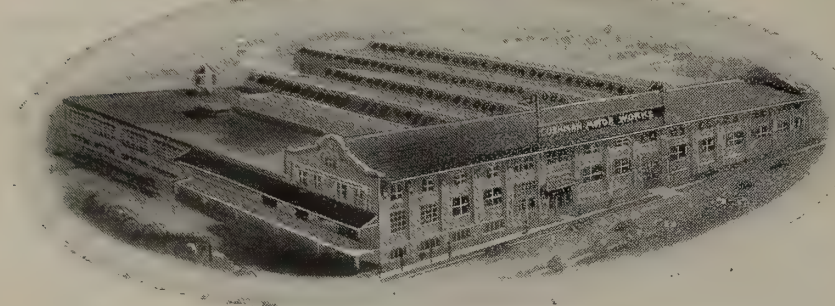
Cities are created where men want them regardless of natural advantages — Salt Lake City was erected in the heart of a desert.

Mr. Retailer, if you buy your furniture or your groceries in another center, can you chide the farmer if he sends away for his implements or any other goods?

The proper education of the boys and girls should have as much place in the activities of a commercial organization as the securing of a factory.

A commercial organization to attain the highest degree of efficiency, must fix its visions on the future and engage in constructive activities.

The home merchant is entitled to your patronage. He bears the larger part of the local taxes, fur-



View of the Cushman Motor Works, at Lincoln, Nebraska

signed by the man who drafted the immense Ford plant at Detroit, Michigan, and it is assuredly a monument of scientific factory planning. The Cushman factory is practically fireproof, built of concrete, steel and glass, very little wood being used in its construction. It cost \$100,000 to build, quite apart from the valuable machinery necessary to the production of high speed engines.

tribution of light. The roof is a saw-tooth constructed affair, one side of each tooth being glass. This permits an abundance of light right on the fine machines which require it in order to permit the best work; and at the same time it dispenses with artificial light, thereby saving the workers' eyes. Other arrangements of the company are large lavatory rooms for the workers, private lockers, a

BRANTFORD BINDER TWINE

"Smoothness and Strength—Evenness and Length."

You can't get a better twine to handle. The proof of its popularity is the large increase in our sales from year to year and the necessity for a recent large addition to our factory, making our plant now one of the largest in Canada. Every ball of Brantford Binder Twine is fully guaranteed.

OUR FOUR LENGTHS AND BRANDS

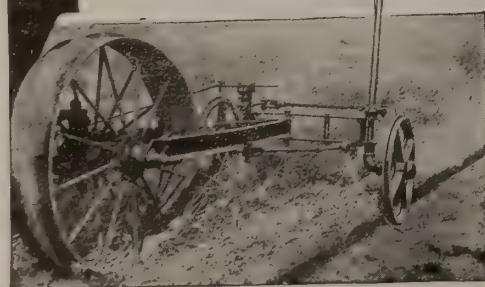
"Gilt Edge" 650 feet. "Gold Leaf" 600 feet.
"Silver Leaf" 550 feet. "Maple Leaf" 500 feet.

Write for our
Agency.

Address inquiries to John R. Firth, 35 Home St., Winnipeg, Representative for Manitoba and Saskatchewan.
The Cockshutt Plow Co., Ltd., Calgary, Representative for Alberta and British Columbia.

The Brantford Cordage Co., Ltd., Brantford, Ont.

Sell the Power Farmer the
CUDDY Self-Steering Device



Satisfactory Time and Labor Saver for
any Tractor.

Cushman Binder Engines and Cuddy Self-Steering Devices are READY SELLERS FOR YOU?

Light Weight, High Power Gas Engines Better and Different

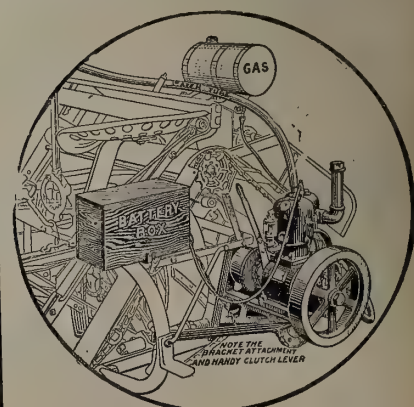
Built in Sizes 4 to 20 H. P.
The One Practical Binder Engine

Saves a team at Harvest Time and can be used for all
purpose work the year around.

GET CATALOG AND DEALER'S CONTRACT

Cushman Motor Works of Canada, Ltd.
289 PRINCESS STREET, WINNIPEG.

THE "CUSHMAN" on a GRAIN BINDER



4-Horse Power Cushman Binder Engine.
Weight 167 lbs. Fits any Binder.

Seed Cleaning Test Suggested

The American Society of Agricultural Engineers are making an effort to arrange a test for seed cleaning machines similar to that held in Winnipeg in 1913. The rules have been prepared by Prof. C. F. Chase, of the North Dakota Agricultural College. Such tests, beyond doubt are a decided impetus to the sale of grain cleaning machinery, as the results show the farmer the benefits of such a machine, while the dealer gets many points for selling talk, suggested to him. Prof. Chase's rules are as follows:

Classes

In order that all of the various types of machines may be placed in competition, the following classifications are suggested:

Division 1—Hand Cleaners, 1-6 H.P. and Less

Class A—Wheat cleaners.

Class B—Oat cleaners.

Class C—Barley cleaners.

Class D—Flax cleaners.

Class E—Grass seed cleaners.

Class F—General purpose cleaners.

Division 2—Power Cleaners, 2 H.P. and Less

Class A—Wheat cleaners.

Class B—Oat cleaners.

Class C—Barley cleaners.

Class D—Flax cleaners.

Class E—Grass seed cleaners.

Class F—General purpose cleaners.

Conditions

1. All entries must be in the allotted space by 9 a.m. (date).

2. Extra sieves, screens and parts should be housed in a convenient rack

or case furnished by the manufacturer.

3. All machines must elevate the cleaned grain into a grain bag. (Judges may dispense with this rule if deemed advisable.)

4. All machines must be provided with a belt pulley of proper size to operate the machine from a 6-inch pulley at 120 revolutions per minute.

5. Grain will be furnished for all tests. It will contain the impurities typical of commercial grain.

6. Grain will be fed to machine by gravity, or by the judges' assistants.

7. Each machine entered is to be operated by a man furnished by the entrant and who shall be the only representative of entrant and the only competitor on the platform.

8. Hand cleaners over-running the power specified will be penalized in proportion to the over-run.

Score Card—500 Points

Efficiency	250
Cleaning, 200, as follows:	
Impurities by count	100
Total impurities, wt.	60
Waste of grain, wt.	40
Grading, 50, as follows:	
Grades of grain	5
Per cent of grain in first grade, wt.	25
Size of grain	10
Per cent of coarse and fine screenings	5
Grade of screenings	5
Capacity	125
Of uncleaned grain per hr.	20
Cleaned grain per hr.	50
Uncleaned grain per horsepower hour	20
Cleaner grain per horsepower hour	35
Construction	125
Price	5
Floor space	5
Attachment of gearings and bearings	10

Protection of same	5
Attachment of sieves or riddles	5
Construction of same	10
Construction of screens in lower shoe	10
Method of attaching same	5
Frame	5
Fan	5
Uniformity and control of air blast	20
Materials and construction	10
Hopper and feed control	15
Convenience in operating	15

Total 500 500

Explanation of Score Card

The 500 points have been divided about in proportion to the value of the various headings. The entry which does the most efficient job of cleaning will be given the highest number of points and the entry which comes next will be given a number of points in proportion to the efficiency of its cleaning as compared to the machine which cleans best. Likewise the same method will be followed in grading; also in capacity and construction. In other words, the machine that is best in any one feature will be given the highest number of points and the others scored from that one as a standard for that feature.

Observations on Harrows

An agricultural engineer, in the Journal of Agricultural Practice, published in France, gives the results of a series of tests which he made with three rigid harrows with vertical teeth, after which he experimented in exactly the same manner with three spring tooth harrows, and in the same field.

In his data on both types of harrow he took the following points:

Effective breadth of the tooth in inches; average distance between the teeth measured at right angles to the line of draft, in inches; average weight of each tooth; depth of work done; average traction power per tooth in pounds, also average traction power per tooth and inch of depth

From the results attained the engineer concluded that with an average of 1.2 inch breadth of tooth (nearly 1¼ inch) and a distance of 2.4 inches between the tires (about 2 7/16 inches), a greater depth of work can be attained with spring tooth harrows without increase of traction power.

Deere Co. Open Experimental Farm

The John Deere Plow Company, of Moline, soon will establish in eastern Colorado a \$100,000 experimental farm. The results of the experiments will be published in the company's bi-monthly publication, which has a circulation of 1,500,000 copies. Dry farming will be studied and silos and sanitary barns will be interesting features.

"Made in Canada"



THE CLIMAX IN THRESHING MACHINERY. THE FAMOUS "DECKER" LINE

Engines in sizes 16, 20 and 25 H.P. Constructed for heavy work. Boilers command highest pressure allowable. Fitted with the famous Decker valve gear.

SEPARATORS, 24-46; 28-50; 32-54 and 36-60

Surpassing all others for fast and clean work. Guaranteed to be the easiest driven machine on the market.

WRITE FOR CATALOGUE TODAY

Macdonald Thresher Co., Ltd.

P.O. Box 1296, Winnipeg, Man.

Factory at Stratford, Ontario, Canada.



A TRACTOR FOR BIG FARMS

One You can Handle at a Profit

Dealers can make Quick Sales and Generous Profits by handling the well-known, widely advertised

HART-PARR OIL TRACTORS

Our 60 B.H.P. Tractor is the ideal outfit for big farms. Its general utility strongly appeals to Canadian Farmers. Takes the place of 25 sturdy horses. Never tires. Always ready for work. No feed, water or coal troubles. Uses cheapest kerosene for fuel. One man easily operates and cares for it.

A QUALITY TRACTOR THAT SELLS AT A PRICE THAT IS RIGHT
Write for Convincing Figures and Liberal Agency Terms

HART-PARR COMPANY

36 Main St., Portage la Prairie, Man.

1622 8th Ave., Regina, Sask.

The Chapin Co., 331, 8th Ave. West, Calgary, Alta.



Great Expansion of a Well Known Concern

Away back in the year 1851 the Ontario Pump Company came into being, and in 1894, forty-three years later, it was merged with the Ontario Wind Engine and Pump Company, a concern incorporated in Ontario in that year. The Ontario Wind Engine and Pump Company, at its inception had a capital of \$40,000, which was, as the business of the concern steadily grew and developed, increased in 1900, 1903, and 1910; until, at the end of last year it stood at \$750,000.

Early in 1914 the Dominion Engineering and Machinery Company, Limited, was formed, with a Dominion charter authorizing a capital of \$2,000,000, divided into a million each of preferred and common stock.

This new organization will acquire the whole of the assets, etc.,

of the Ontario Wind Engine and Pump Company, including the factory at Toronto, also warehouses and offices at Montreal, Winnipeg, Calgary and Regina.

The reorganization of this well-known farm machinery concern has become necessary in order to provide further working capital, which was essential so that the company might cope with the growing demand for their products all over the Dominion. So

existing plants are necessary to properly increase the scope of the company. To this end the increase in capital will be utilized, and through it will be possible an expansion in the West of the windmill and gas engine trade of the company.

Let us look for a moment at the size of the Ontario Wind Engine and Pump Company at the time of its transition into the re-modeled organization.

Its head offices and factory at Toronto occupy two blocks on Hannah and Jefferson, served by

Manufacturing Company, of Dundas, Ont., a company incorporated in 1901 as a subsidiary of the Ontario Wind Engine and Pump Company.

Since the inception of the concern in 1894 the business has steadily grown in value, as will be seen by scanning the sales record. From \$46,888 in 1895 to \$781,043 in 1913, is a tale that tells of a steadily growing demand, and the sales of last year were, owing to business conditions, very much below the usual annual total.

We feel safe in saying that the recent addition to the capital of this thriving concern will result in a great extension of trade, especially throughout the West. The Ontario Wind Engine and Pump Company, during the years of its activities, has built up a most enviable reputation for the quality of its goods, and both dealer and customer have consistently shown their faith in that quality by their loyal adherence to the products of the company. And the market for these goods is steadily growing in magnitude. Mixed farming, as it develops in the West—and it is doing so at every point—will necessitate better farm equipment, sanitary water fixtures, etc., in short such goods as the Ontario Wind Engine and Pump Company have devoted their energies to supplying.

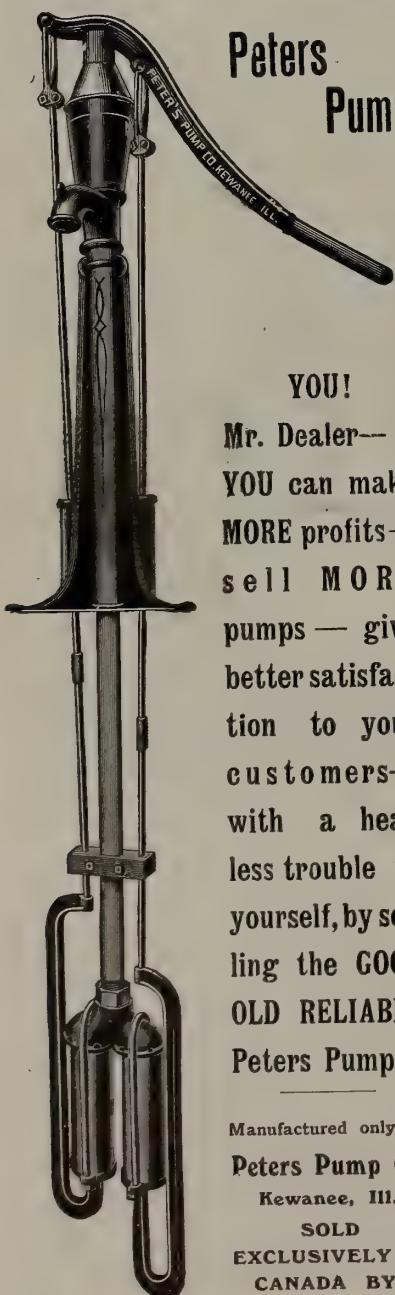
In the East an excellent trade has also developed in barn and stall fixtures, while all over Canada the Chapman engine is known for its simplicity and economy as an asset on the farm. The latter is the only engine that has practically every vulnerable part built into a special cam box weighing only 52 pounds. The saving in repair cost is enormous. The farmer can remove the cam box and send it to the factory, eliminating entirely the costly services of an expert to get the engine back into running order. In short, for about fifty dollars the



Winnipeg Headquarters, Ontario Wind Engine and Pump Co., Ltd.

The Only Original

Peters Pump



YOU!

Mr. Dealer—
YOU can make
MORE profits—
sell MORE
pumps— give
better satisfac-
tion to your
customers—
with a heap
less trouble to
yourself, by sel-
ling the GOOD
OLD RELIABLE
Peters Pumps.

Manufactured only by
Peters Pump Co.
Kewanee, Ill.
SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope-Anderson Co., Ltd.

Winnipeg, Regina, Calgary, Saskatoon, Brandon, Swift Current, Yorkton, Lethbridge.

rapid has the growth of the company's trade been that for several years it has been a constant tax upon the capacity of the various factories. This fact can be easily seen when we consider that, during the last three years gas engines, well drills and other goods handled by the company have been imported from the United States to a value of \$400,000. On this an import duty of 27 1/2 per cent had to be paid, therefore it will be seen that additions to the

FRAZER AXLE GREASE.



Not affected by Heat or Cold.
Highest Awards at Centennial, Paris and World's Fair.

MANUFACTURED BY **FRAZER LUBRICATOR CO.,**
Factories: ST. LOUIS, NEW YORK.

NICHOLSON AND BAIN, Agents,

WINNIPEG, MANITOBA.

the trackage of two railway systems. The plant has an area of 80,000 square feet, comprising machine shops, engine shops, moulding and galvanizing sections, a foundry, etc. Large and commodious warehouses and offices will be found in Western Canada at Winnipeg, Regina and Calgary. The total land and buildings of the company is valued at \$423,532, the installation of machinery and patterns for the products of the concern at \$71,700. It is reported that the company will subsequently take over the business of the Chapman Engineering and

BRADSTREET'S

Established 1849 Capital and Surplus \$1,500,000

Offices throughout the civilized world. Correspondence invited

Executive Offices:

346 & 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA:

Halifax, N.S.; Montreal, Que.; St. John, N.B.; Hamilton, Ont.;
Ottawa, Ont.; Toronto, Ont.; London, Ont.; Quebec, Que.;
Calgary, Alta.; Edmonton, Alta.; Vancouver, B.C.

C. G. SCHAFFTER, Supt., Commercial Travellers' Building,
WINNIPEG, MAN.

owner of one of these engines gets what is virtually a new engine, since every feature upon which the running of the engine depends is enclosed in this special can box.

To Westward we hear of oil booms and "gushers." The optimist, whether wise or otherwise, becomes an oil speculator, and foretells a day when we shall have gasoline at a far lower price than is the case to-day. While this may be the vision of a dreamer, we heartily hope that it will be the case, as it will greatly increase the sale of engines in the Canadian West, including that of the Chapman.

The new company, the Dominion Engineering and Machinery Company, will be a change in a name but not in personell of the older organization. Every great enterprise is the lengthened shadow of one man, said some sapient philosopher. By the same reasoning we must admit that many enterprises are the reflections of the amassed efforts of their heads. Such is the case in this instance. Around him Mr. Chapman, president and general manager, has collected a body of men who are eminently practical, each with a special and concise knowledge of his department. To this fact the success of the company is greatly due.

The officials of the Dominion Engineering and Machinery Company are as follows:—President and general manager, S. H. Chapman; vice-president, R. H. Davis; general sales manager, F. W. Chapman; directors, E. Fairbairn, F. C. Jennings and Fred V. Cowell.

In Western Canada, L. P. Winslow will continue his able supervision of the Western business of the company, along with his worthy lieutenants, D. C. Thom, at Winnipeg, and H. C. Harnish, in Calgary.

The Fame of Exhibitions

It is easy to talk of the advertising value to a community of certain institutions. Winnipeg business men from time to time have heard a good deal about the value to the city of the Canadian Industrial Exhibition, but abstract assertions, no matter how true, have little force, and it is doubtful if many residents have any definite idea of the extent of the publicity Winnipeg is deriving from its exhibition.

Every little while, however, something tangible crops up, some fact or incident that can be used to illustrate the far-reaching influence and reputation of the Winnipeg Exhibition. One of the latest and most interesting of

these is the receipt at the exhibition offices of a letter from Somaliland, asking for information regarding a feature originated by the exhibition association about five years ago. The letter reads as follows:

Mogadiscio, Italian Somaliland,
East Africa, Mar. 2, 1914.

"The Winnipeg Exhibition,
"Chambers of Commerce, Winnipeg.

"Gentlemen: I should be very grateful to you if you can send me some report dealing with the two last Winnipeg Motor Contests (motor tractors for agricultural purposes). I have been told about the importance of the annual Winnipeg contests and would like to know something about the results of motor tractors.

"Yours very truly,
(Sgd.) R. Onor.

Somaliland is said to be a splendid country, fairly open, possessing a rich soil covered with luxuriant grass, but it is difficult at this distance to see it in the light of an agricultural country. It seems only a year or

two since its chief crop was man-eating lions, but evidently man is winning out and the king of beasts, like the buffalo in our land, is being exterminated.

However, this is beside the point, which is that the Winnipeg Exhibition is doing more to advance the interests of Western Canada than most people who live in the country realize. We might add in addition to the letter quoted, that Canadian Farm Implements, some little time ago, received a request from an implement dealer and importer in a small town in central Russia, asking that full results of the last three Motor Contests be sent him. This we willingly did. It is hard to say from what point of the compass, save the Arctic and Antarctic regions, enquiries have not been elicited by the contests held at Winnipeg.

His Last Lift

A hard-working old farmer lay sick unto death. He was giving last instructions to his weeping wife. After explaining matters about the farm and disposing of little trinkets to relatives and neighbors, he came to arrangements for the funeral.

"I want everything to be very simple," he said, "and should like Brown, Smith, Jones, Johnson, Ford and White as pallbearers."

"Why, John," exclaimed his wife, "those are all implement dealers!"

"Yes, I know it. But I want them. For they have carried me all my life and now I'd like to have them carry me to my grave."

An ounce of to-morrow is worth a pound of yesterday.



CANADIAN INDUSTRIAL EXHIBITION



Winnipeg July 10 to 18

The Eight Big Days of 1914

SEND IN YOUR ENTRIES FOR

Western Canada's Greatest Educational Fair

GRAIN CLEANER DEMONSTRATION

Agricultural Stationary and Portable Gas Engine Demonstration

For Engines of 4 to 12 h. p. Diplomas awarded to those scoring 75 per cent. of total marks. Write for folder giving full particulars.

Dominion Government Exhibit

Along the lines of Field Husbandry, Chemistry, Horticulture, Cereals, Botany, Entomology, Animal Husbandry, Forage Plant Work, Poultry, Tobacco Growing, and Bee-Keeping, this will be one of the finest exhibits on the grounds.

The Original Farm Boys' Club

Second Annual Camp—a solid week of education and enjoyment for 100 Manitoba boys.

"A Great Live Stock Show"

That's what the newspapers and farm journals united in calling last year's Exhibition. This year's will be even better. \$3,500 has been added to the Live Stock Departments of the Prize List.

"The Siege of Delhi"

An elaborate and spectacular reproduction of one of the most tragic and thrilling events in British history of the last century. Don't miss this.

Thrilling Attraction none should fail to see

LINCOLN BEACHEY—America's Most Daring Aviator!

See him fly upside down and loop the loop

\$28,000 in Prizes

\$28,000 in Purses

\$20,000 for Attractions

ENTRIES CLOSE JUNE 22nd.

Exhibition Time is Holiday Time for Thousands in the West. Make it Yours.

A. W. BELL, Manager and Secretary,
WINNIPEG, MAN.

Plowing by Electricity

Recently some experiments were made near Florence, Italy, in order to arrive at the comparative cost of plowing by electricity. The advantages claimed for plowing by electrical power are: (1) the small cost of equipment compared with that of tractors or horses (2) reduction in number of workers; (3) during stoppage expense is eliminated by cutting

off the current (4) the lower cost of maintenance.

The apparatus, which draws its current from a commercial power system, consists of current reducers motors from 25 to 50 h.p., a motor driven capstan and hauling cable. There was also tested a running plant, comprising a leading truck and wheeled plows. It is stated that 89 acres were plowed without shifting the stationary plant. The following estimates

of the cost per acre plowed were made:

Plowing with animals, \$5.30 to \$5.75; steam power, \$4.50; electric power, \$3.00. The plowing was done to the depth of $13\frac{1}{8}$ to $15\frac{1}{8}$ inches, and the cost of electric plowing was based on 200 days' work per year with electric current at the rate of 3 cents per kilowatt hour. At 4 cents per unit the electric plowing cost per acre came to \$3.35, while some plants in the region claim to be able to plow an acre for the sum of \$2.83. It must, however, from a Canadian standpoint be recollected that the wage paid the motor operators was only \$1.00 daily, while the plow attendants got but 80 cents per day.

Careful cost data for plowing 741 acres was kept, this being valued at \$4,324.40.

Figuring on the same basis the Italian agricultural engineers reckon that to plow the same area by steam cost \$4,360, by gas tractor \$4,368, by oil tractor \$4,285. The economy is effected in the cheapness of the electric plant as an initial investment.

Rumely Chicago Offices Moved

The executive offices of the M. Rumely Co., and the Rumely Products Co., Inc., in Chicago have been moved from their former location to the fourteenth floor of the Michigan Boulevard building, Michigan Avenue and East Washington Street.

Appointed Assistant Treasurer

H. S. Lord has been appointed assistant treasurer of the Moline Plow Co., Moline, Ill. Mr. Lord's place in the export trade department has been taken by H. H. Hansen.

Legare, Limited, Buy Plant

J. H. Fortier, vice-pres. and general manager of P. T. Legare, Ltd., Quebec, is head of a new syndicate who have purchased the agricultural implement and store works of A. Belanger, Montmagny. This factory was established about 50 years ago, and owing to advancing years the proprietor decided to dispose of his interests.

The business had about 900 local agencies throughout Quebec, but its trade extended over the entire Dominion. The value of the plant, etc., is \$500,000.

Potato Machinery for Alaska

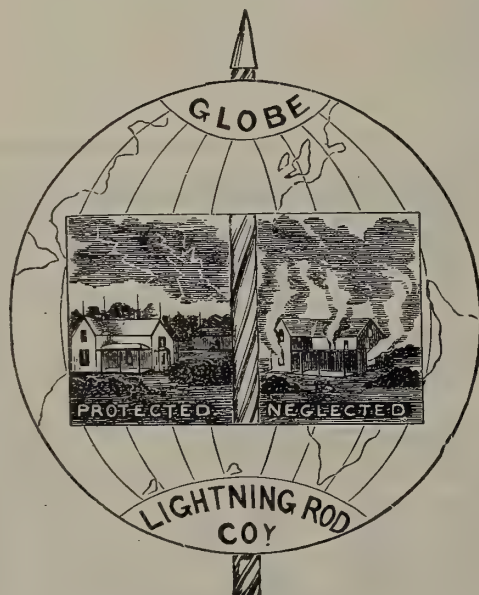
The Champion Potato Machinery Company, Hammond, Ind., recently received an order from a farmer in Alaska for a complete outfit of potato machinery. This news is in line with the recent reports from Alaska to the effect that potato culture is growing rapidly in that country. The Champion company feels highly elated over this sale, and is confident that additional orders will follow.

The Mild Request

The dunning note may assume a multitude of forms, but the following is worthy of consideration:

"We trust you will not be offended by our calling your attention to the amount due to us. Our patrons seem almost like friends, and for this reason we dislike very much to write about accounts. May we ask you to look on this note not as a dunning letter, but just as a little friendly reminder, and send us along your cheque and make us happy."

Lightning Rod Agents Wanted



Write at once for territory and prices of our copper covered steel centre Lightning Rod.

Our Guarantee, which is sent with each order, helps to sell the rod, as it is backed by the oldest established business of this kind in Canada.

Lightning Rod Agents can make a lot of money by handling a good rod, made by a good Canadian company with a reputation.

Hamilton Brass Mfg. Co., Limited
Successors to

Hamilton, Ont.

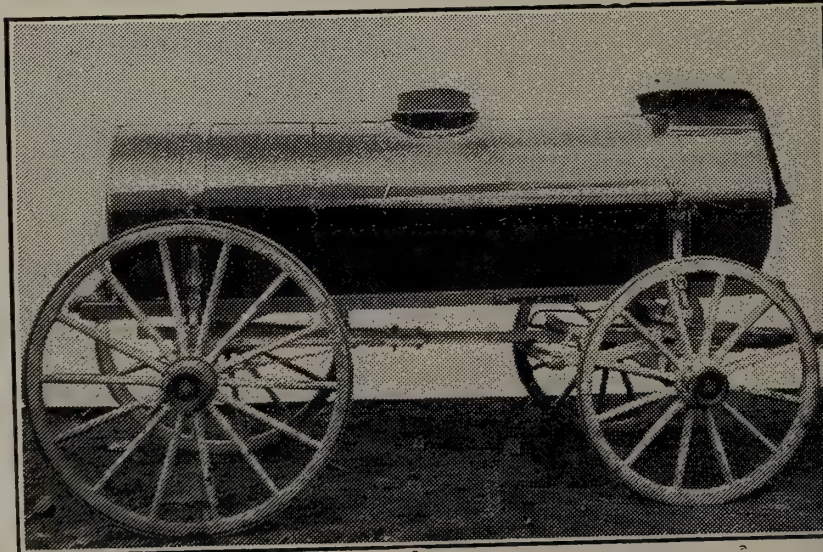
The Globe Lightning Rod Company

If it's a
Tank—
We make it!

Your customers want our
unequalled

STEEL STORAGE
and WAGON TANKS
for Water, Oil or Gasoline.

Increase your trade by
investigating our product.



Western Standard Oil and Gasoline Wagon Tank—Style B.

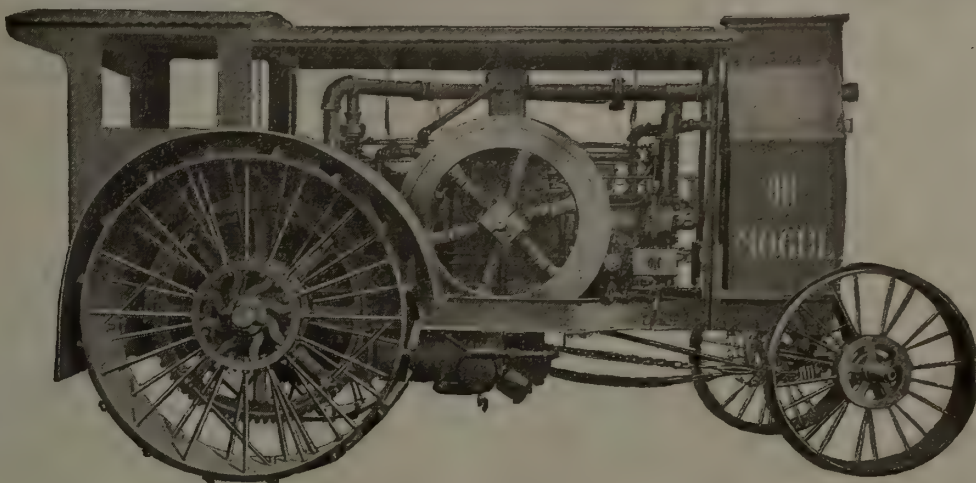
Western Standard Steel Tanks

You can sell none better.
Made of high grade sheet
steel; perfectly riveted seams.
High grade workmanship
throughout.

Our reasonable prices and
discounts mean money for
the dealer. Write today for
full particulars and special
terms.

RED RIVER METAL COMPANY, WINNIPEG 51-53 AIKINS STREET

Leading a Double Life



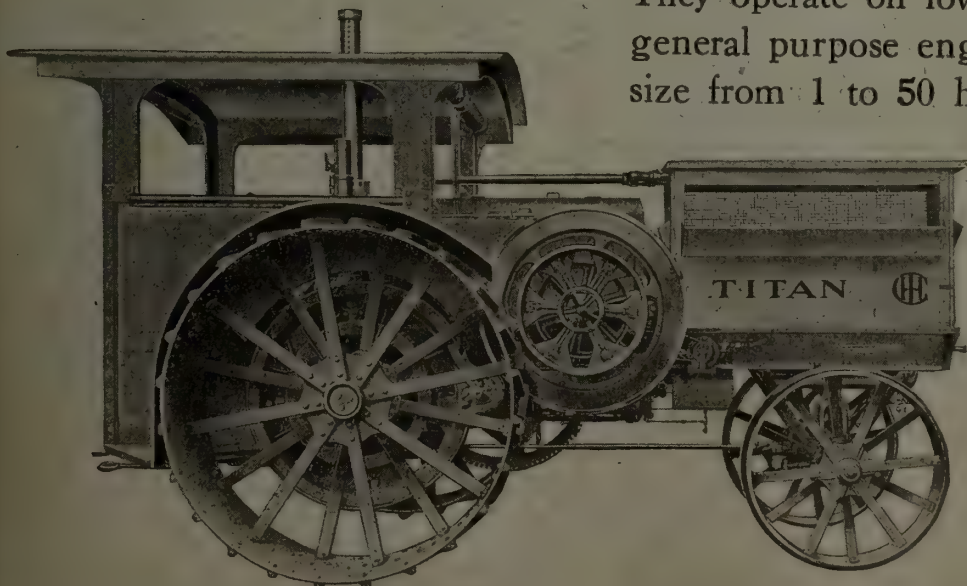
THE International Harvester Oil Tractor leads a double life and the careful dealer reaps a double profit. In the two distinct sides of its working power—drawbar and belt power work—it is equally efficient. In drawbar work you can show its great efficiency, for instance, at the plows. Where one day's plowing used to be two or three acres, the I H C tractor plows ten to thirty acres. It will pull three or more drills or binders, haul huge loads to town, and do your road work. It will pull plows, disks and harrows, all at the same time, saving many hours of time when time is most valuable. Do your customers realize this?

As a belt power machine it can be employed in all seasons. Belted to the separator it will thresh the grain. It will run many other machines that you can sell to a man when he owns a tractor.

Sell International Harvester Oil Tractors An I H C Oil Tractor—Mogul or Titan

is indispensable on the modern farm. Study the tried and tested I H C tractors, with their simple, powerful engine and transmission; their ample, well-oiled bearings; their freedom from sparks, soot and smoke; their all-round usefulness and reliability, and show your prospects why I H C oil tractors are the best they can buy.

I H C tractors are made in all approved styles, in 6—12 to 30—60 horse-power sizes. They operate on low and high grade fuel oils. I H C general purpose engines, for every power use, range in size from 1 to 50 horse power. See the blockman or write us for interesting catalogues and other information.

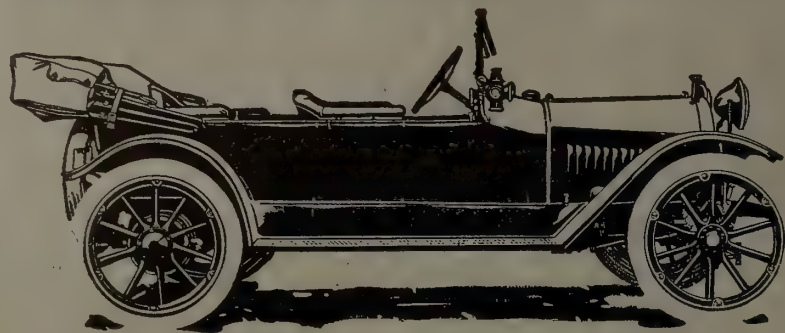


**International Harvester Company
of Canada, Limited**

WESTERN BRANCH HOUSES

Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.;
Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.;
Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

"The Car for the Farmer's Family"



Touring Car, regular equipment, \$1,230, f.o.b. Windsor. With electric lighting and starting, demountable rims, over-size tires, tire carrier, \$1,380, f.o.b. Windsor.

SERVICE

Day in and day out—month in and month out—year in and year out—the Hupmobile is "on the job."

The chief joy of the Hup owner is the service he gets from his car. And that constant continuous service is an economical service too. For the Hup costs less to run.

It costs less for tires, for gasoline, for oil, for repairs.

Service—economical service—built into each and every part of the Hupmobile.

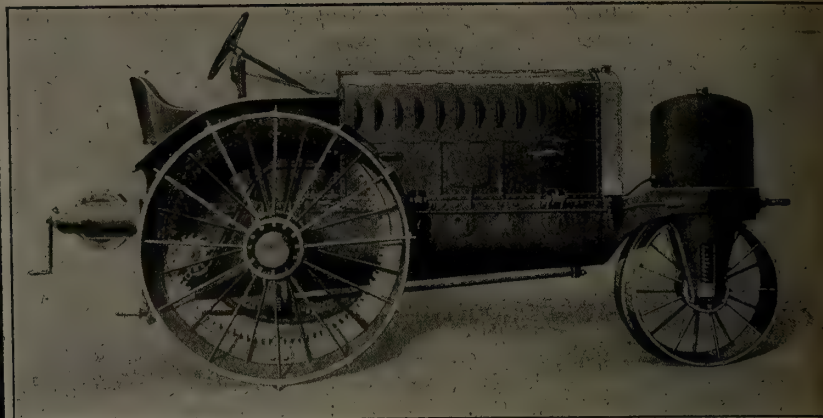
You get real service—all the time—if you buy a Hup.

And, in addition, you get the best service we can give you—when-ever and wherever you need it.

Joseph Maw & Company, Ltd.

112-118 King Street Distributors for Western Canada WINNIPEG

The Wallis Cub, 15-20



The "WALLIS Fuel-Save Tractor Cub" is especially designed for general daily farm use on the road or in the field, where the utmost in power and efficiency is required. It will pull 4 plows breaking and 6 in stubble. Its weight is but 7,500 pounds, reducing the possibilities of miring itself to a minimum.

Exclusive Features--Mechanical Superiority

The Cub is equipped with three speed transmission and the gear shifting is accomplished with a single lever.

An exclusive feature of the Wallis Fuel-Save Tractor is the spiral spring mounting, front and rear, which absorbs all shocks and jars and increases its life three times over that of ordinary tractors.

It is armour clad defying dust and dirt, all working parts being enclosed and running in an oil bath.

Write for Illustrated Catalog. Agents Wanted.

THE NORTH AMERICAN MACHINERY CO.
Higgins Ave. Phone Main 5036 Winnipeg, Man.

Too Early for Threshing—but not for THINKING

Let your thoughts lead you to what every Thresherman, every Farmer requires, the

Stewart Sheaf Loader

With the Binder and Threshing Machine they require it. Are you prepared to supply their demands?

The Stewart Sheaf Loader is a staple piece of farm machinery: it is a necessity if harvesting is to be conducted at a profit. What would you say if you saw a farmer in your locality tackling the coming crop with a sickle and flail? He would be following antiquated and obsolete methods. Very soon the man who hires expensive help for pitching, who wastes teams, time, grain and money, will also be stigmatized as foolish—obsolete in his methods of harvesting.

To be up-to-date, to harvest profitably, he must use the Stewart Sheaf Loader.

One thresherman ran thirty days last fall, using the Stewart Sheaf Loader. He had four stook teams and averaged 2,250 bushels per day. The year before without the loader, he only handled 1,800 to 2,000 a day, and with ten teams and four pitchers.

Serve Your Customers and Save Them Money

This is what you can do by educating them to the infinite waste entailed by hand pitching. Show them how they can save grain. One man figured that he saved 2 to 2½ bushels of grain per acre by using the Stewart Sheaf Loader. Think quickly and Act Now. Send to us for full particulars. Don't wait until the binders are at work!

THE

Stewart Sheaf Loader Co.,
LIMITED

804 Trust and Loan Building, Winnipeg



CANADIAN FARM IMPLEMENTS

Vol. X., No. 7.

WINNIPEG, CANADA, JULY, 1914.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00.
Per Copy, 10 cents.



UNION BANK OF CANADA

Established 1865

HEAD OFFICE - - - WINNIPEG

Paid-up Capital... \$ 5,000,000
Reserve Fund... 3,400,000
Total Assets, over... 80,000,000

Hon. President—WILLIAM PRICE
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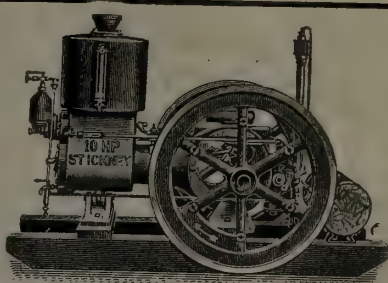
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This Bank, having over 310 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

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Stickney Gasoline Engines

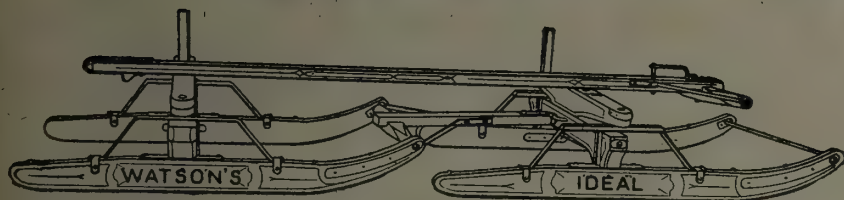
We have the exclusive Agency for the sale of this

WELL KNOWN ENGINE

in Western Canada. All sizes in stock, also all Repairs and extras. Write for particulars. DO IT NOW.

THE MAYTAG CO., LTD. Winnipeg

Watson's Ideal Sleighs



Strong:—More and heavier steel is used for rods, braces, raves, etc., than on other makes.
Durable:—Only the best seasoned and straight-grained wood is used for runners, benches, poles, etc.

Cast Shoes:—Of a special patented design of our own, greatly superior to any other.

Well Finished:—Painting, striping, varnishing done thoroughly and attractively.

Light Running:—Runners are shaped so that the point of contact is directly under bench. They will ride on top of road. No skidding. Having patent trussed bench—will not sag or break.

Janesville Gang, Sulky and Walking Plows: Repairs for all Moline Implements.

Made in all sizes, steel and cast shoeing. Note the trussed bench, an exclusive feature on the Watson Sleigh. They are made of first class material throughout and are heavily ironed.

Light Sleighs for One or Two Horses.
All Styles of Heider Eveners.

When in Winnipeg for the Fair come and see us.
Our Line will interest you.

John Watson Mfg. Co.
LIMITED

CHAMBERS AND HENRY STREETS, WINNIPEG

MONEY IN POTATOES

and consequently, money in potato machinery.

Farmers recognize the profits of potato growing and the stability of the market for potatoes as an opportunity they should take advantage of. More potatoes are grown every year.

This creates a demand for potato machinery that means money for YOU. Investigate the

O. K. CANADIAN POTATO MACHINERY



before all territory is taken. Look into the advertising we are doing and the way we help you to make sales, and you will know that you should handle the O.K. Canadian Line.

Write for Catalogue and Prices

Canadian Potato Machinery Co., Ltd.

Galt Ontario

Adaptable To Any Wagon!

Consider the selling possibilities of a wagon seat that is adaptable to any make of wagon. A seat that gives full control of the team, full protection from the wind and continual comfort. And the price is within the reach of every farmer—yet nets the dealer a fair profit.

Lloyd's Low-Down Spring Wagon Seats



The Wagon Loaded

Order your 'next' shipment of wagons without seats, and supply your customers with Lloyd's Spring Seat. They are light, strong, and durable, and will give service and satisfaction to your trade.

Write today for prices and full particulars.

Wawanesa Wagon Seat Co.

WAWANESA, MANITOBA



Going Home

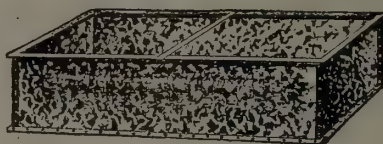


Fig. 3



BIG PROFITS

That's what we're all after. Don't you get tired of making it in nickles and dimes? Discouraging isn't it? Forget it! Stop kicking against your fate and grasp your opportunity. Handle the O.W.E. & P. Co.'s lines and make big money.

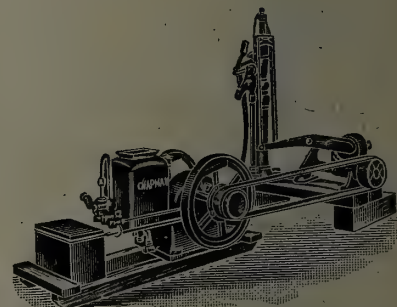
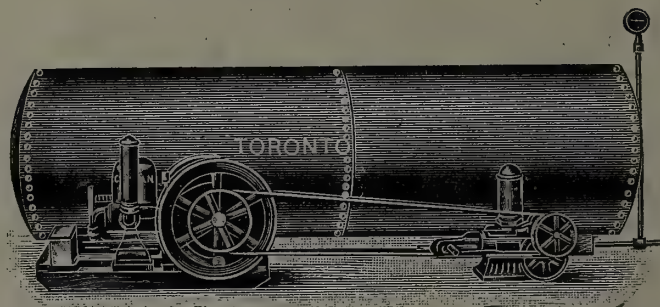
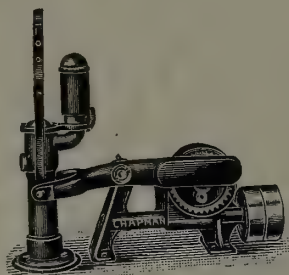
Manufacturers of Toronto Windmills, Water Systems, Grinders, Pumps, etc. Chapman Engines, Well Drills and Barn Equipments.

Resolution: I will write now and get this Agency.

ONTARIO WIND ENGINE & PUMP CO., LIMITED

Factories: TORONTO DUNDAS Head Office: TORONTO

Branches: MONTREAL WINNIPEG CALGARY



Always a Little Ahead of the Rest

That is the motto of our lines. Don't you think that it would pay you in cash and satisfaction, and in service to your customers, to secure the agency for implements that merit the above motto.

Machinery for plowing, pulverizing, harrowing, planting, cultivating, harvesting and hauling to market.

From breaking the soil to binding the sheaf we have a machine for each operation. And each machine is a leader of its type. Nothing better is made.

OUR IMPLEMENTS HAVE STOOD THE TEST OF TIME AND SERVICE

Emerson-Brantingham and Tudhope-Anderson Lines

When in Winnipeg for the Exhibition pay a visit to our Showrooms on Princess Street. We will be pleased to have you call.

Emerson - Brantingham Implement Co.

Sole Canadian Agents

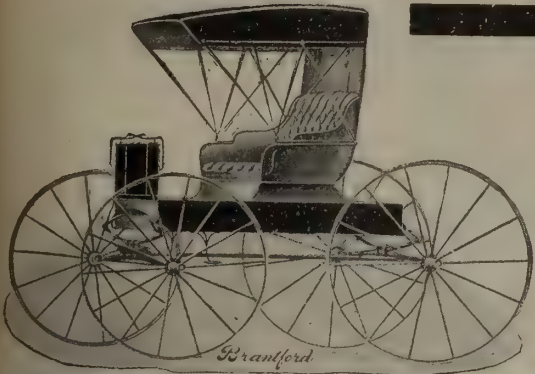
Tudhope-Anderson Co. Limited

WINNIPEG

REGINA

SASKATOON

CALGARY



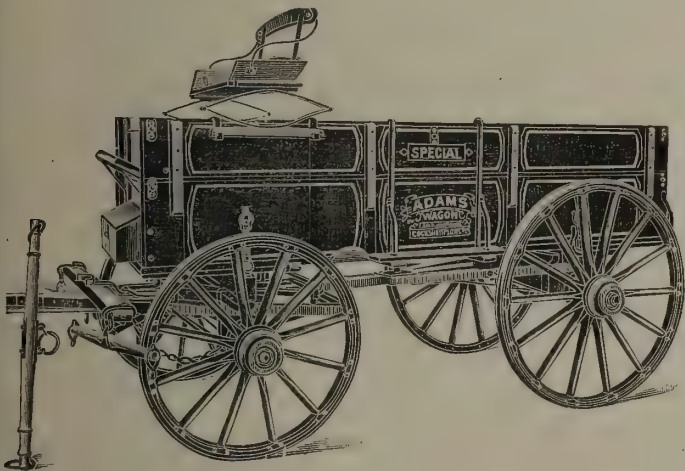
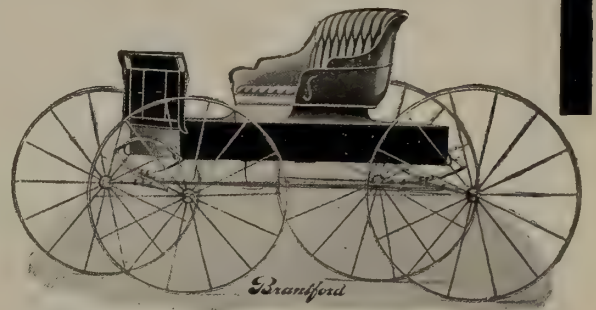
Brantford Carriages

have style, finish, and
long wearing qualities

Selling Brantford Carriages is both pleasureable and profitable. They have a reputation throughout the country of giving the best of satisfaction to their owners—a fact that guarantees permanent and increasing trade in the vehicle line. Nothing is spared in their manufacture to make them the best that good materials, expert workmanship and the most modern factory equipment can produce. If you are not handling the Cockshutt line of vehicles you are missing a considerable volume of clean, profitable business.

These carriages are manufactured under our immediate supervision and we know they are right. Further than that, we place our guarantee of satisfactory service on every job. The line is so complete for farm, city or town trade that you can supply practically any demand that may be made of you. Here are a few of the styles:

Road Carts, Spring Wagons with full Elliptic and Platform Springs, Business Wagons, Concords, Mountain Wagons, Delivery Wagons with a full equipment of tops, etc., Road Wagons, Buggies, Phaetons, Surreys, Runabouts, etc.



Adams Wagons

Pioneers and Acknowledged Leaders in the
Wagon Trade

The name "Adams" on a wagon is every man's guarantee of the best that can be purchased in the wagon line. They have a national reputation for quality—a reputation that is a valuable asset to any dealer's business.

Adams wagons give long and satisfactory service because the best of materials go into their construction. The woods used are selected from best "A" grade, choice, tough stock and are thoroughly air-dried and seasoned in our own yards before being made up. Special care is

taken to build wheels that will stand hard service. The spokes are select white oak, driven in hot glue. Felloes are also white oak and are fitted with round edge tires. Automatic machines make many of the parts, such as skeins, etc., so an absolutely correct fit can be guaranteed.

Ask our nearest branch or our general agent for further particulars. Literature gladly supplied free of charge.

When in Winnipeg at the Exhibition we will be very pleased to welcome you at our offices and warerooms. The latch-string is out. Here you can see the Cockshutt line in all its detail.

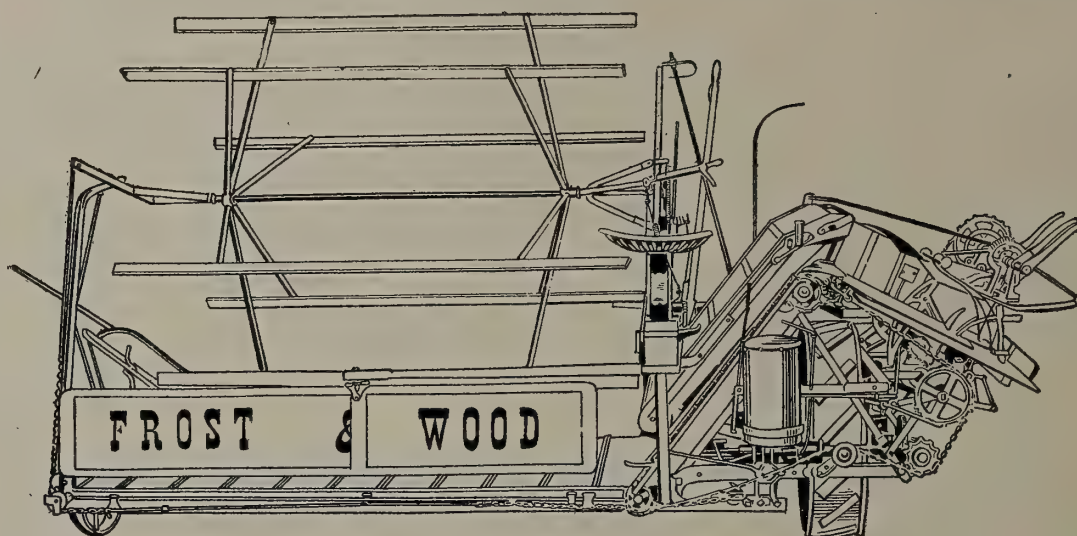
Cockshutt Plow Company, Limited

Western Branches: Winnipeg Regina Calgary Saskatoon

DISTRIBUTING POINTS: Red Deer Lethbridge Edmonton Brandon Portage La Prairie

FROST & WOOD

The Binders that stay sold and bring their owners back for others.



Farmers using Frost & Wood Binders are invariably boosters for the line. They know by actual experience there is nothing better to be had than what they now have and do not hesitate in making that knowledge public. That is the kind of spirit that will insure to you not only your share of the Binder trade, but of the general implement business as well.

First business may sometimes be easy to get, but is not always staple. You want a line of Binders that will please and satisfy your most critical customer, both this year and next and next. That is the only sure foundation on which to build.

Here are some of the features that have made the Frost & Wood pre-eminent among Binders.

Extra Strong Frame Construction

Heavy angle and bar, high-carbon, steel in every part, and securely braced where most strain comes. Will not sag in middle—see the double brace there. There is a sure and solid foundation to every Frost & Wood Binder.

Cuts all Kinds of Grain

A most important feature when crop is tangled and lodged. Wide range of adjustment on platform and reel enables operator to get under the down stuff and bring it to the table. Levers for controlling these adjustments are convenient and easy to operate.

Accuracy of Binding Attachment

A reputation of which we are proud. Knotter is simple and understandable. No complicated parts to cause worry and trouble. You can depend on it to give entire satisfaction. The famous Frost & Wood Eccentric Sprocket in the binding attachment provides the proper distribution of power for compressing and discharging the sheaf.

Lightness of Draft

Caused by the presence of accurately fitted roller bearings at every frictional point—axles, cross and crank shafts, elevator rollers, etc. With it greater acreage can be covered in a single day than with any other binder we know of. Has a perfect balance and even distribution of weight too.

AN EXAMPLE OF PUBLIC OPINION.

Cockshutt Plow Co., Limited, Regina, Sask.

Blairville, Sask., Nov. 4th, 1913.

Gentlemen: I want to let you know that I purchased one of your 7-foot Frost & Wood Binders from your agents here, Messrs. Sutts & Schultzik and am most pleased with it. I used but three horses on it, none of them weighing over 1,200 lbs.

I consider my binder the best on the market and as for draft it has no equal. I have used several different makes of binders and have no hesitation in recommending the Frost & Wood as the best on the market to-day.

Am sending you under separate cover a photo of my machine in operation. With best wishes for your future success, I am,

Yours very truly, W. H. RIBELIN.

Copies of general catalogue and special pamphlets on binders and other harvesting lines will be cheerfully forwarded upon request. They contain full information on this celebrated line.

Cockshutt Plow Company, Limited

Western Branches: Winnipeg Regina Calgary Saskatoon

Distributing Points: Red Deer Lethbridge Edmonton Brandon Portage la Prairie

CANADIAN FARM IMPLEMENTS

Vol. X., No. 7

WINNIPEG, CANADA, JULY, 1914.

SUBSCRIPTION PRICE IN CANADA { Per Year, 1.00
Per Copy, 10c.

Testing Agricultural Machinery Officially How Sweden Analyses Farm Implements

While we sometimes have in America, at fairs or exhibitions, competitions or demonstrations of various machines used in agriculture, we have no steady system of official trials of agricultural machinery such as are found in Sweden. These trials in Sweden were organized by the Royal Academy of Agriculture, which celebrated its centenary last year. They are held under the auspices of the above body, along with the various societies of Rural Economy. The latter are 26 in number, one or two being found in each province of Sweden.

In 1874 the Academy of Agriculture organized, on a large scale, a trial of threshing machines and mowing machines. As the demand for machinery grew, and offers for trials from manufacturers became more numerous, it became necessary that in the choice of a machine the farmer should have a more reliable buying guide than prizes awarded merely by ocular inspection and judgment. Here, then, arose the need of submitting to an exhaustive test the working of every machine exhibited at the Swedish general agricultural shows. For this purpose the establishment of permanent trial stations became necessary. The manufacturers themselves demanded the institution of these stations as a means of obtaining useful data for future constructional purposes. It was due, as a matter of fact, to a donation of 100,000 crowns (\$26,760) by a large manufacturing concern—the Separator Joint Stock Company—that these institutions primarily started.

At the commencement a trial station was installed at each of the agricultural institutions for the testing of farm and dairy machines, and at these they had to be passed before they could be exhibited and entered for competitions held at the agricultural congresses, which are held every

five years at different points in Sweden. For ten years the capital donated, along with the interest and entry fees charged, were quite sufficient to carry on the trials, but the money became exhausted so that the state now grants an annual sum of 21,000 crowns (\$560) to each station so that the work may be carried on.

How Trials are Judged

Each trial station has a board of management which settles entry fees, budget of the work to be done, the appointment of different committees, etc. Originally the director of each institute and a professor of machine building were members of the trial committee, as well as a general farm manager, professor of dairying, an engineer and a practical farm and dairy manager. The idea was to provide thoroughly competent men for the judgment of the machines' capacity—whether for general agriculture or dairy work. Later, in 1912, one director was nominated for every two stations at a salary which allows him to devote all his time to the trying out of machines and the drawing up of reports thereon. An assistant director and a mechanic are permanently appointed for each trial station.

Methods of Trial Adopted

These Swedish trials include machines already on the market (in which case the report is published whatever the finding of the trial) and machines under test but not yet in the market. In the latter case the maker has a right to demand that the results of the trial should not be published. The trials are as follows

(a). **Trials in series**, comprising whole classes of machines. These are organized yearly for one or two classes of machines, and are free of charge as regards entry.

(b). **Individual Trials**, for

which a fixed fee is paid. These are made at the request of farmers, manufacturers, or of dealers who intend to handle the machine in question.

(c). **Trials undertaken by the Committees.** This section is that of trials undertaken at the initiative of the Trial Committees, and refer to machines which it seems desirable to furnish details regarding to the Swedish farming communities. Owing to the number of entries in classes a and b only a few "publicity trials" have so far taken place.

Stipulations

It is stipulated that the machines submitted for trial must not be different in any respect, and must not be built any more carefully than those of the same type already on the market. That is they must be, in all respects, "stock" machines. The trial committee has the right of selecting from the store or factory of the vendor a machine of the type to be tried.

The entrant (manufacturer or dealer) must be present at the trial or must have a representative present. Preliminary trials are allowed until the entrant is satisfied that the trial proper may be made. Beyond the parties interested—buyer, seller or manufacturer—no one is allowed to be present at the trials unless authorized by the committee.

The entrance fee, when such is due, is based upon the price of the machine tested. It varies from \$2.68 to \$20.57 according as the price of machine is below \$13.38, or between \$200 and \$268. If the price is above \$268 the fee is increased by 5 per cent of the amount above that sum.

Points in Judging

The features chiefly considered at the trials and in judging are: Construction, quality of material, design, durability, capacity for work, quality of work done, con-

sumption of power in driving, facility in handling; also price if it deserves notice from some point of view.

The question of judging by points has not been considered favorable in the Swedish machine trials, as it is contended that many points may be awarded some quality or qualities in a machine which might possibly bias a man who buys the implement without critical sense, but which would be of no use to him so far as the **working capacity of the machine is concerned.** Therefore the verdicts on machines are only given in words, under the headings above quoted, and any others which might have weight with the opinion of the farmer buying the machine. In order to judge the mechanical qualifications of the machines, the trial stations are fully equipped with instruments and tools, especially for calculating the consumption of power in driving any machine. For testing materials parts are often sent to the Technical College in Stockholm, the capital of Sweden.

In most cases trials are conducted on the farms of the agricultural institute, where it is possible to get the necessary labor, teams and power. Trials may, however, be arranged at or near a factory, a concession taken advantage of by the makers of heavy machinery. Trials are made for durability and facility, these extending over some time. After these the machines are examined and the manager and farm help report their experience in the use of the machine.

Publishing the Results

Detailed reports of each trial are drawn up; they include (1) the full description of the machine (2) the account of the trial (3) the judgment of the officials. When several machines of the same type are tried at the same time, parallel comparisons are made as far as possible, the re-

sults being tabulated. In cases in which the reports are not to be published, but only communicated to the person who has had the trial made, the description is limited to what is strictly necessary to characterize clearly the machine or implement, so that if the trial is repeated it should be possible to see in what respects its construction has been modified.

It has always sought to give the final verdict in a concise form and to draw it up in such a way that the maker can insert it in his prospectus and advertisements. When the trial stations learn that a judgment has been published with suppressions, or in such a way as to be misleading, they always have the error publicly rectified.

Revising the Results

It has been proven beyond a doubt that this system of farm machinery trials has had a great effect upon Swedish agricultural machinery. Especially has this been seen in the development of Swedish cream separators. The extension of the movement, from its small beginning away back in 1874, and especially from 1897 to the time of writing, bears ample testimony to the value of these trials. Minuteness in valuation, scrupulous conscientiousness in conducting the trials, the unflinching verdicts of the officials, have all done much to better the quality, design and durability of Swedish farm machinery. The only complaint that has been made so far is that the results of trials be more promptly published, but that fact is due to the vast quantity of machines put forward and the comparatively small staff engaged in the work.

The greatest proof of the importance of these trials is found in the fact that when a Swedish

factory salesman, or agent, offers a machine to a retail dealer in Sweden, Germany or Norway, the first question the retailer usually asks is: "What is the opinion of the trial station?" And should the machine never have been presented for trial the chances of sale are very, very slender. Usually the salesman is told to "come again when the machine has been tested." The largest American firms have laid due importance on the verdicts of these Swedish trials by introducing into certain machines modifications suggested on American machines tested in that country. Anyone connected with the farm machinery business will readily realize that such a system of trying out and analyzing machinery can have only one effect—that of raising the standard of the goods in every possible way.

A Lady Implement Dealer

In a recent issue Weekly Implement Trade Journal publishes an article by Mrs. H. O. Duncan, an implement dealer in Oklahoma. It is a tale worth reading, that of a woman, who, entirely ignorant of the business, strove and studied until she attained success. Modestly she told of her efforts, taking no great credit, simply saying that any other woman could have done equally as well. She has formulated certain rules, adhering to her ideas, and these rules are worth reading by any implement dealer of the opposite sex. She said:

I buy only such merchandise as I am reasonably sure of selling, and do not over buy.

I discount my bills strictly, which I think creates confidence in me.

I never sell anything without a profit unless it is damaged or a close-out.

I sell for cash or insist on a settlement by note at the time of making the sale.

I consider my customers as guests of honor when in the store and show them every courtesy and attention I know how to command.

I try to keep stock complete and advertise in the newspaper and by personal letter copied on a duplicator.

I have tried to learn cost accounting, so as to avoid the mistakes that are so often made by merchants who do not know the cost of operating a business.

I always visit other stores when I have a chance and make a point, also, of visiting factories that are making the goods we sell. This is very helpful in learning to sell the goods.

And last, but not least, I am always as good as my word, and never allow a customer to be dissatisfied with any purchase from the house.

Indian Agriculturists Visit

J. B. Knight, an American agricultural authority, who for the last 13 years has been professor of agriculture at the Government Agricultural College at Poona, India, will return shortly on a visit to his home in Massachusetts. Mr. Knight, while in America, will be willing to discuss with American implement manufacturers the needs and peculiarities of the Indian market, and the best methods of selling American machinery in that country. His address will be J. B. Knight, Belchertown, Mass., U.S. Mr. Knight will be accompanied by S. G.

Mutkebar, a Hindu agricultural student, who will study farming in America before his return to the Orient.

Where was the Lightning Rod?

The individual who continually places lightning rods under the category of quack medicines and gold-brick propositions should not have much to say concerning the following press wire from St. Thomas, Ont. It read:

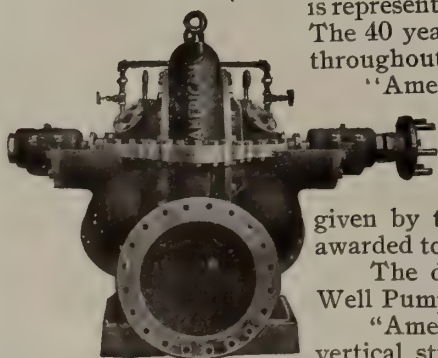
"The home of John Young 6th concession, Yarmouth, was struck by lightning and destroyed by fire late last night. Mr. Young was just fitting it up prior to his wedding. The loss will be over \$2,000, partly insured."

Argentine Oil for Tractors

Last spring the Minister of Agriculture in Argentina, along with a number of his colleagues, were present at a series of trials when Argentine petroleum was used as tractor fuel. A motor tractor was first coupled to a plow of eight disks and then to one of fifteen disks, and both trials gave satisfactory results. The oil used had only been subjected to one distillation. The price of the fuel used worked out at fifty pesos (\$21.23 Canadian currency) per ton in the port of Buenos Aires, which figure, although not cheap, is still less than the cost of naphtha. It is anticipated, however, that as soon as the tank steamers already ordered by the Government for the transport of the oil are placed in service, the above price will be reduced by one-half.

Most of the doormats with "welcome" on are dirty liars.

THE STANDARD BY WHICH OTHERS ARE JUDGED



is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness. "American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

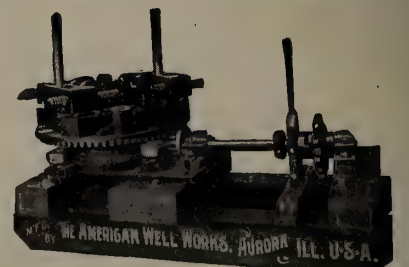
The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

Agents Wanted in all unoccupied territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, ILL., U.S.A. Chicago Office, First National Bank Building



Does Trade Paper Advertising Pay?

By Douglas Malcolm, I H C

For quite some years we have been mixed up more or less in the advertising of farm machines, and we have noticed that those companies who use trade papers most consistently get the most consistent returns from them. We have written a good many trade paper advertisements, and many which we fear were not so good. And we have seen the bread returned to us in the good will thus created among those dealers who were already in team work with us. Sometimes the response has been indirect and at other times it has come with a rush. Because the readers of trade papers are all prospects for farm machine advertisers, we always wrote with the assurance that we were not trying to sell a spreader contract to a subscriber who was really looking for a good brand of soothing syrup!

We early learned that trade paper subscribers are what the orchardists would call "selects," that is, they do not need much sorting.

Last year during the dull season a well-known farm machine man in the southwest States rolled up his sleeves and exclaimed: "Why this dull season?" He then picked out five or six good trade paper subscribers and proceeded to show them how they could each sell one hundred cream separators while those about them were waiting for the live season to begin.

While some people think a live season makes a live man, he believes that a live man makes a live season.

So it turned out.

About five hundred cream separators were sold to about five hundred farmers at a time of the year when hitherto it had been business' annual custom to mark time and wail about dull days.

Such a feat deserved to be chronicled and no medium exists better than the trade paper for such a chronicle. We therefore woke up the trade with the brief announcement that C. H. Krumm of El Reno, Oklahoma, had sold one hundred cream separators during the muddy season of last winter.

More than one dealer read that announcement and took notice. Some took action, and one in particular wrote to see how this particular band wagon was constructed with the idea of mounting therein.

He therefore wrote C. H. Krumm, a good straight letter asking how he had managed to

do it. And C. H., being a live business man, saw no harm in telling a brother retailer how it was done. Also it shows the relation that a well written trade paper ad. has in bettering the trade of the dealer. Here is what Mr. Krumm replied to the enquiring dealer:

"Replying to yours relative to selling plan on Bluebell cream separators, beg to advise that this is not so hard as it looks to be. First of all the Bluebell is the best cream separator on the market, and we believe in it and talk it all the time. Our first plan was to give the I H C a list of all the farmers in the county and they circularized all of them, while I did the same thing from here. This got the people interested and to talking. Next I put two men on a motor truck with four machines and they would go out and stay out till all of the machines were sold. We worked the country systematically, taking each and every road and seeing every farmer on that line, and by having the motor truck it made no difference how far a prospect lived, or in what condition the roads were, my men were always able to get to him. There is only one way to do this, and that is to buy a car of machines, let every one know that you have done so, which gets them all interested, and then get out and sell them. Hoping that if you decide to try selling separators you will have the best of success, I remain, etc., C. H. Krumm.

The Universal Cultivator

In a recent report of a German agricultural station for the testing of machines and implements an expert gave particulars of the "Universal" cultivator. In the Hanover district of Germany this cultivator is regularly used in the farming operations of the country during spring and autumn.

The writer gives a detailed description of the implement in which the device for regulating the depth of work is new. It consists of an endless screw with crank handle mounted on a support fixed at right angles to the axle of the rear wheels. A further novelty is an angle lever, which forms an adjustable connection between the intermediate frame and the pivoting fore-carriage by means of which, and by turning the above-mentioned crank handle, the implement can be adjusted simultaneously in front and behind to the required

depth, even while working in heavy ground and without stopping the team.

The build and arrangement of the teeth are a special feature. Each tooth consists of two parallel bars fastened to special cross pieces. The rear bar projects above the top cross piece, and is connected by a bolt to a strong rod bearing a spiral spring. This spring takes up any shock that the tooth proper receives in working.

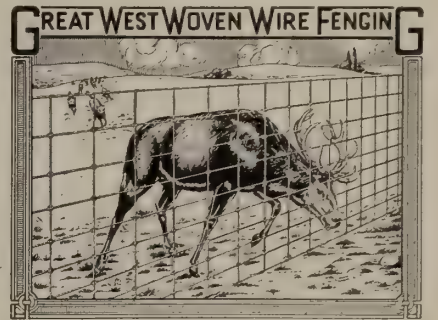
An Improved Sheaf Loader

The Pitcher Mfg. Co., Minneapolis, claims to have developed in its 1914 shock loader a machine 1,000 pounds lighter than heretofore and capable of picking up a single bundle from an open field without tipping. The lifters are toothed so as to prevent the bundle from rolling, and on this account a saving of grain is claimed.

The Valuation of Vehicles

A recent ruling regarding the valuation of second-hand vehicles imported into Canada requires that the amount declared on the invoice, and on which duty must be paid, shall be 50 per cent of the original value. That is about the

percentage the average farmer expects when he trades in a second-hand vehicle to a dealer. And it is about ten times as much as the dealer is justified in allowing.



You can recommend our

Fence and Gates

with thorough confidence. There is not a better and stronger Fence made in Canada. It is manufactured from the heaviest and best galvanized wire, every rod of which we guarantee.

Write for our Price List and Illustrated Catalog and see for yourself.

THE
Great West Wire Fence Co.
LIMITED

76-82 Lombard Street, Winnipeg

Distributing Agencies:
Edmonton Alta.: Race, Hunt & Giddy
Calgary, Alta.: Reynolds & Jackson

We Are Telling Your Farmer-Neighbors About Armstrong Engines

The leading farm publications contain Armstrong Engine advertisements. Progressive farmers everywhere are being told that Armstrong Engines—whether of 1½ or 20 horsepower or any of the sizes in between—*always have power to spare.*

The farmers in *your* locality are being told about the great mechanical ignition system that we put on the Armstrong. They are being assured that

Armstrong 1½ to 20 Horsepower Engines

give a higher degree of power efficiency than any other engine on the market.

Your customer gets the wonderful built-in, gear-driven Magneto when he buys the Armstrong. No batteries to fail. Starting cup makes starting sure in any kind of weather. Extra heavy fly-wheels produce steady, even power.

Armstrong Engines were originally built for running Armstrong Well Drills. They have stood every test so well that we are glad to unconditionally guarantee an Armstrong Engine for ten years.

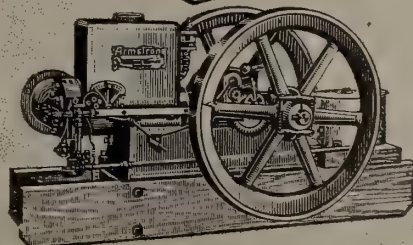
We protect your customers—and that protects you.

Write for our special dealers' proposition

It will mean money in your pocket.

Armstrong Mfg. Co.

204 Drinkle Block No. 2
Saskatoon, Sask.
Home Office and Factory
Waterloo, Ia.



The Dairy Industry in Canada

By J. A. Ruddick

According to the census of 1911, there were 2,594,179 cows in Canada that year. This was an increase of 185,502 as compared with the census of 1901. The increase was all in the western provinces. In all the five provinces east of the Great Lakes there was a small decrease in the number of cows during the decade. The number of cows, however, is only one of the factors which affect the production of milk, for we find that while the value of the total product in 1900 was \$66,470,953, it had risen to \$109,340,000 in 1910. In other words the increase in the number of cows during the decade was only 7 per cent, while the increase in the value of the total product was 60 per cent. In Ontario, where there was a decrease of 3 per cent in the number of cows, the value of the product increased by 18 per cent during the same period; in the Province of Quebec, with a decrease of nearly 2 per cent in the number of cows, the value of the product increased nearly 35 per cent.

In 1900 the value of the total

product was \$27 per cow. Part of 1910 it was \$42 per cow. Part of this increase in value must be attributed to a 10 per cent higher price in the latter year and to the fact that a larger proportion of the total product was sold as market milk, but even after these allowances are made, the figures show a very substantial gain in milk production.

The increase in the yield per cow resulting from better management of the herds is mostly clear profit, and it is only fair to add that much of the credit for this result is due to the cow-testing propaganda carried on for the last 8 or 10 years by the Dairy Division of the Dominion Department of Agriculture. The farmers are encouraged to test and weigh the milk of the individual cows in their herds in order that the unprofitable ones may be eliminated and the herd built up by rearing the progeny of those that have the best records. This work has only just begun and it is a fair presumption that by the time the next census is taken a still greater increase will be shown.

Figures for the total value of dairy production are not available, but if we take the census of 1911, and allow the same rate of increase as between 1900 and 1910, the value for 1913 is approximately \$122,000,000. There is, therefore, money in dairy supplies for the dealer who has initiative in this direction.

to locate their Western distributing warehouse in Lethbridge. The company have purchased a warehouse site on the corner of Fifteenth Street and Third Ave. from the Dowsley-Mulhern Land Co.

Food Value and the Separator

Some people have an idea that nearly all of the food value is taken out of milk when the cream is removed, but, on the contrary, it is nearly all left in. The fat can be readily replaced by something cheaper, and the calf will thrive as well on skim-milk, if properly fed, as it will on whole milk. Separator skim-milk has been and is being fed successfully all over the country, and from the writer's experience it is one of the most practical and economical ways to feed a dairy calf. Naturally, a calf cannot be expected to thrive on cold, sour milk of any kind, but those who use care and judgment can raise good calves on warm sweet skim-milk fresh from the separator, and thus at a much less cost than they can be grown in any other way, says De Laval Monthly.

The economical, thrifty farmer can readily see the advantages of this method over the old way. It is a matter of dollars and cents with him, and when he finds that through the use of skim-milk and a little care he can raise a calf just as well, but a great deal more economically than he has been doing, he is going to change at once. That is good business, and any level-headed business farmer is going to do it as soon as he sees the advantages.

Economical Milk Production

The manufacturer perhaps more than the retailer looks closely after the matter of cost knowing that his principal hope of making a good profit lies in attaining economy in the actual production of the article, for no profit can be expected if the selling price is below the cost price.

Is not the dairy farmer a manufacturer? So it would seem to be wisdom to look the more closely after cost especially as he does not expect the selling price of milk to soar. Assuming that the farm is in good condition and carefully handled, what does milk cost per hundred pounds? That can be ascertained only by keeping records of each individual cow.

This is all the more necessary because "men — and cows — were deceivers ever." They may appear to be good heavy producers, but their value as economical producers can only be determined when their yield of milk and fat is checked up by the scales and test. Of what use is it when the factory pays 95 cents per 100 pounds to keep cows whose milk costs \$1.25 per 100 pounds just for feed alone? This is what often happens till cow testing is taken up. Milk and feed record forms are supplied free on application to the dairy division, Ottawa.

It is quite possible to have one dollar's worth of feed return two dollars worth of milk through good cows, that is cows selected by the test. This is both economical and profitable milk production. The average cow is not an economical producer because she has not been selected, but, like Topsy, "just growed." A dairy farmer will prove his business ability as a manufacturer when the herd is composed of economical producers. Make each cow pay a good profit.—C.F.W.

Cow Testing Pays

There can be no question as to the bright light shed by dairy records on the actual performance of herds and of individual cows. They are useful alike in proving the superiority of certain cows as well as the effect of good dairy practice.

For instance, records show that in one month a seven year old cow gave 1,430 pounds of milk, but another seven year old in the same herd only 400 pounds. Again it is found that 22 cows averaged 1,197 pounds of milk in a month, while another lot of 22 averaged only 545 pounds of milk. Cows that are kept as dairy cows, fed and bred for production of

Special Plow Offer

I have on hand
Two Cockshutt Disc Gangs
One Cockshutt Triple Disc Gang

These plows are new—only weather beaten. They cannot be used in this district. I am prepared to sell at a sacrifice.

MAKE ME AN OFFER

JOHN DIXON,
Dealer in Farm Machinery
CLAIR, SASK.

Separator Concern at Lethbridge

The Petrie Manufacturing Co., of Guelph, Ont., makers of cream separators, small farm machinery and dairy accessories have decided

Offer Attractions to Draw Customers

You know how to sell goods. You can sell goods easily if you get in touch with buyers. No question about that. Our agents find it a highly profitable drawing card to handle the EMPIRE line.

THE BALTIC CREAM SEPARATOR

A fine machine as low as \$15.00. The price attracts buyers. The Baltic is just exactly what the man with few cows wants. The man with more cows, will want the

WORLD RENOWNED EMPIRE CREAM SEPARATOR

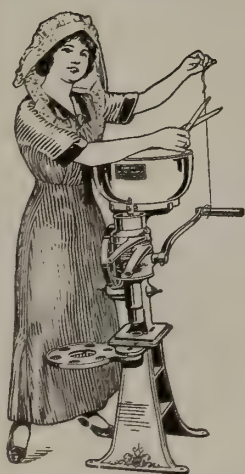
Nothing finer made. The one fact that EMPIRES have only three closed or box bearings, where other makes have six or more, will convince your customers about EMPIRE quality, without further argument. There are other superior points equally strong.

Empire Sta-Rite

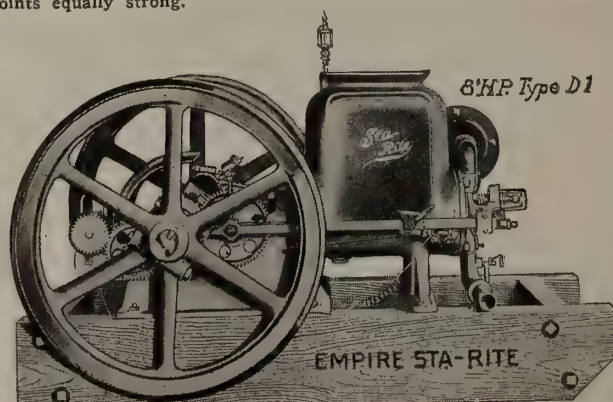
Gasoline Engines are Unequalled

Tell anyone of your customers that the EMPIRE Sta-Rite—proved by more than ten years hard service—has only three joints and no pump in the gasoline line, and see how quickly you interest him. Your customers know, or should know, that other makes have fifteen to thirty joints and usually a pump in the gasoline line. Who will overlook the self evident superiority and simplicity of the EMPIRE Sta-Rite?

Write us promptly for the agency.



The EMPIRE runs so lightly, it will start under the weight of its crank.



When you tell your customers the EMPIRE Sta-Rite Engine has but three joints and no pump in the gasoline line you set them thinking.

**The Empire Cream Separator
Co. of Canada Ltd.**
TORONTO WINNIPEG

milk and fat, are proved by their records. Even from amongst those so kept, selection is necessary, otherwise the herd will fall off in its average. But the individual records, so easily kept, will point definitely to those which are worth keeping. The value of a pure bred dairy sire is also revealed when comparing herds. One herd of 14 cows gave 306 pounds of fat in a month. In an adjoining herd of 14, where cow testing has been carried on for four years and where the sire is pure bred, the yield was 556 pounds of fat, in other words the income was seventy-five dollars more for that one month.

Sisal Growing in Egypt

Sisal growing is to be undertaken in Egypt, according to a report from the U.S. Consul-General in that country. He states that one man has taken up a thousand acres for the planting of this fiber, and that others are following suit. From a climatic standpoint the soil and temperature of Egypt are as suitable to sisal growth as are the plateaux of Yucatan.

Agricultural Engineers will Conduct Test

The engine and food grinding contest to be conducted at Toledo, Ohio, in connection with the Third Annual Gas Power Show, October 19th to 24th, will be conducted by the American Society of Agricultural Engineers. Although the Farm Power Committee of the National Gas Engine Association will have charge of the contest, the A.S.A.E. will be in charge of the tests.

Space in the show is going in a very satisfactory manner and the number of engine concerns who have taken space over last year is highly gratifying. It is expected that every available space will be taken within the next thirty days. The engine manufacturers evidently do not class the Gas Power Show with the Fairs judging from the number who have already contracted for space.

Crop Areas and Conditions

In the three Northwest provinces, Manitoba, Saskatchewan and Alberta, the total wheat area is estimated at 10,247,400 acres, as compared with 10,036,000 acres

in 1913; that of oats at 6,086,000 acres, as compared with 5,792,000 acres in 1913; that of barley at 1,041,000, as compared with 1,025,000 acres in 1913. These differences represent increases of 211,400 acres for wheat, 294,000 acres for oats and 16,000 acres for barley; or a total increase of 521,400 acres for the three crops, as compared with 1913. The wheat area in Manitoba is somewhat less than last year, viz.: 2,788,000 acres, as compared with 2,804,000 acres in 1913. In Saskatchewan the area under wheat is 5,848,300 acres, as compared with 5,720,000 acres, and in Alberta it is 1,611,100 acres, against 1,512,000 acres.

On June 1 the condition of field crops, as measured by a standard in which 100 represents the promise of a full crop was very favorable. The points are as follows: Fall wheat 79, spring wheat 93, all wheat 91, oats and barley 92, rye 89, peas 92, mixed grains 93, hay and clover 90, alfalfa 88, and pastures 90.

Paying Attention to Belts

It will pay the implement dealer at all times to give his customers some advice with regard to the care of belts. Belts, at the pres-

ent day, are no small item in the farm equipment, and neglecting them is a fruitful form of waste. Moreover, the customer is prone to blame the dealer for the quality of the material in the belting. A few hints to the former may teach him how to take better care of his belting. When a belt is only used a few days in each year it deteriorates very rapidly. To preserve leather belts give them an application of neat's-foot oil or castor oil, or vaseline.

When belts slip dust on a little whiting. Do not put on too much. Rosin is often used for this purpose, but it has a tendency to crack leather.

A small belt is usually better glued than laced. A good cement to use in cementing together the ends of leather belts is made as follows: one part common glue, one part American isinglass; add water sufficient to cover and allow to soak for ten hours. Then boil and add pure tannin until the substance appears like the white of eggs. This should be warmed before being applied.

The few men who get to the top of the ladder of success need good men at the foot of the ladder to steady it.

We Want Agents to Handle

Alpha Gas Engines

Ideal Green Feed Silos

AND OUR BIG LINE OF

Dairy and Farm Supplies

There is a growing demand for these lines of "quality" goods. The name behind these goods means a lot to the farmer and profitable and satisfactory trade for you.

De Laval Dairy Supply Co., Limited

WINNIPEG
MONTREAL

VANCOUVER
PETERBORO

Depreciation and Insurance Claims

During the recent meeting of the Institute of Chartered Accountants of Manitoba, F. T. Bryers, an underwriter, made some very pertinent remarks, regarding the necessity of allowing ample depreciation regarding fixed assets. This is often objected to on the ground that such drastic cutting down would prejudice possible claims under fire insurance policies. That the idea is erroneous Mr. Bryers made clear in his address.

Essentially, an insurance policy is a contract to indemnify the insured. In other words the insurance company, for a consideration, agrees to place the insured pecuniarily in the same position after the fire as he was in before it. He must be fully indemnified so far as the sum specified in the contract permits; but he must never be more than fully indemnified.

In the case of buildings the basis of settlement is usually taken as the cost of restoration to the condition it was in just before the fire. Manufacturing establishments naturally tend to depreciate more rapidly than other classes of buildings, and the range

of depreciation in factories is from 2 per cent in breweries to 8 per cent or 10 per cent per annum in sawmills.

It has been argued that if building losses are settled by paying the amount necessary for replacement, machinery losses should be settled upon the same basis; but a little consideration will put this in a different light. Buildings do not as a rule deteriorate so rapidly as machinery, nor can a second-hand building be purchased and transported in bulk to the site. All that the insured is entitled to receive is the market value just previous to the fire, or the cost of repairs to the machine, whichever is less. The market value of machinery is its fair going concern value, at the date of the fire, taking into consideration the price of a new machine, its depreciation after use, the amount of work the machine was capable of, in the case of its total destruction, or the cost of repairs, where it has been only partially destroyed.

It is absolutely essential from the stand-point of any going concern to take full account of de-

preciation of fixed assets. The effect of so doing will not be prejudicial to the interest of the assured if he ever is so unfortunate as to suffer from fire.

"I think the effect will rather be the reverse," said Mr. Bryers, "For if an owner has formed the habit year after year of making a fair allowance for deterioration of his plant, he will not be so likely to meet the adjuster with unreasonable demands, while the latter, on his part finding the assured inclined to be fair, will meet him more than half way."

On the other hand if the assured in order to bolster up his credit at the bank, has written up his assets the adjuster will as certainly endeavour to see that he gets all that is coming to him. In the settlement of losses on buildings and machinery, the adjuster must and does check up the assets remaining and verifies them with the books. In cases of any difference as to values he will necessarily be guided more by the salvage remaining than by the entries in the books.—Canadian Finance.

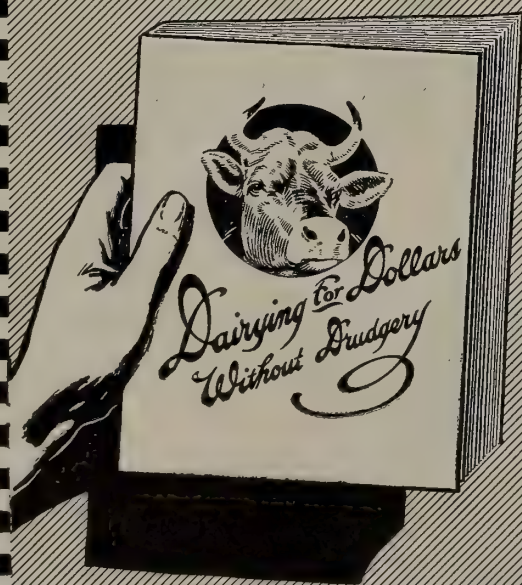
One lightning rod manufacturer has no right to steal another's thunder.

Farm Machinery in Bohemia

The Annual Bohemian Agricultural Exhibition was held at Prague, May 16 to 21, the exhibition presenting all articles of possible use on the farm. The main feature was the display of farming machinery, especially of tractors. The latter are now exceedingly popular in Bohemia, replacing the former system of cable haulage for power plowing. In that country engines from 2 to 6 horse power are in great demand for farm purposes, while great interest was shown in a full line of potato machinery, since last year Bohemia produced 129,316,000 bushels of potatoes.

A critical examination of the machinery exhibited showed that the machines not of American make were, in nearly every case imitations or modifications of American productions on which no Austrian Patents have been secured.

One of the largest exhibitors was the International Harvester Company, others being the Hart-Parr Company and the Frost & Wood Co. Great interest was taken in models of stalls, troughs, feed boxes and other articles used to produce hygienic conditions in the raising of livestock.



SHARPLES MILKER

The Biggest Thing in Dairying Today

The Sharples Mechanical Milker is a big proposition with a big future—for big men.

Dealers who have the ability to grasp and appreciate the significance of an invention which enables the farmer to double a dairy herd, and, at the same time, cut down its expense;

A machine which materially lessens the labor of a dairy and makes the farmer independent of hired help.

Dealers who know what has been done heretofore in the implement field:

And who can measure in their mind's eye the profits of an exclusive territory on a successful Milking Machine.

These men are falling over each other to sign the Sharples 1914 contract.

But it is a big man's proposition.

The Sharples Mechanical Milker is not a novelty or a side line—

It is the main issue of the dairying industry today.

Send for this book—and read it.

The Sharples Separator Co.

West Chester, Pa.

Chicago, Ill.
Portland, Ore.
Omaha, Neb.

Dallas, Tex.
Minneapolis, Minn.
Toronto, Ont.

San Francisco, Cal.
Kansas City, Mo.
Winnipeg, Man.

I H C Statement for 1913

Increased Sales, Decreased Profits

The annual statement for the International Harvester Company, for the business done during 1913, was made public on June 8. The report is in two sections, one covering the operations of the International Harvester Company of New Jersey, which handles the domestic trade, the other covering the business of the International Harvester Corporation, which handles the foreign trade. On Feb. 10, 1913, the division of the company was affected, the assets being divided, each company taking half. Each company has now \$30,000,000 preferred and \$40,000,000 common stock. We give, herewith, a few of the most important facts, in quoting all sums excluding fractions of a dollar.

I. H. Co. of New Jersey

The net income from operations before deducting interest on loans and the necessary annual provisions for Ore and Timber Extinguishment, Plant Depreciation, Maintenance, etc., during 1913, was \$13,284,670.

After all necessary deductions were made the net profit for 1913, for this section of the company, stands as \$7,915,525.

I. H. Corporation.

The income from the operations of the International Harvester Corporation, before deducting interest on loans, etc., amounted to \$10,356,627. When necessary deductions were made the net profit for the corporation, for 1913, shows as \$7,155,252.

The net profit of the organization in 1912 was \$16,395,597, and combining the net profits of the two sections of the company, as given above, we find the total net profit to be \$15,070,777. This shows a decrease in the net profit in 1913 of \$1,324,820.

Increase in Sales

Notwithstanding the decrease in net profits an increase was shown in the total sales of the companies. The total volume of sales amounted to \$132,531,000.

Of this total the New Jersey Company had a sum of \$79,765,000, the Corporation \$52,766,000. The total sales for the past three years are as follows: 1911, \$108,033,595; 1912, \$125,438,104; and 1913, \$132,531,000.

Surplus and Dividends

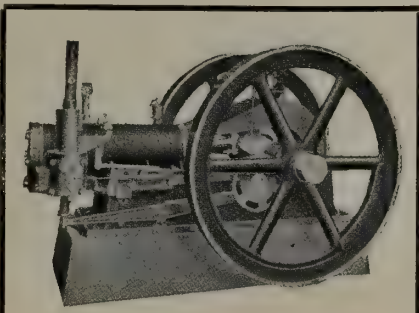
During the year each company paid 7 per cent on its preferred and 5 per cent on its common stock, making a total distribution of \$8,200,000, the same as paid by the one company in the preceding year.

The remainder of the net profits added to the surplus account at the beginning of the year increased the total surplus to \$38,457,321, compared to \$31,586,544 at the end of 1912.

Inventories

The inventory account of the two companies at the end of 1913 was \$85,712,942, of which \$42,666,950 was the account of the New Jersey company and \$43,045,992 the account of the Corporation.

The inventory of finished machines, repairs and twine at plants and distributing points was \$44,007,413, compared to \$27,905,308 the preceding year. Of the finished goods thus shown to be on hand, the New Jersey company held \$18,327,396 and the Corporation \$25,680,017.



Charter Gas Engines

For Power and Pumping

Made in Sizes from 8 to 20 H.P.

Built especially for low grade Distillates. Mechanically perfect in design. Send for full particulars of the Charter Engines, Concrete Mixers, small or large. Automatic Grain Scales. Full stock of wood pulleys and transmissions.

Write for our Catalog and Circular Matter.

Call us up when in Winnipeg at the Exhibition. Phone St. John 938

W. N. Courtenay & Co.

Box 3613 WINNIPEG, MAN.

A depreciation allowance of \$1,000,000 for the New Jersey company and \$900,000 for the Corporation has been deducted from inventory value of finished machines, repair parts for old type machines and other items subject to depreciation.

The farmers and agents notes as shown in the assets of the New Jersey body were \$27,353,882, in those of the I. H. Corporation \$42,585,611, a total of \$69,939,493.

Government Manufacture of Implements

In April of this year, T. H. Bath, Minister for Lands in West Australia, opened the new Government implement works at Freemantle, W. A. In these works over 500 men are employed. Pattern-making, molding, machine shops, etc., are comprised, while the manufacture of internal combustion engines and tractors is one of the specialties of the plant.

In opening the works the minister said that the Government—in establishing such a plant—were concerned with two things (a) to provide the agriculturist with an article at reasonable cost (b) to secure fair conditions to those mechanics employed in the in-

dustry of implement and machinery manufacture. The cost of constructing the plant is \$180,000, and it is estimated that the output for 1915 will represent \$50,000. These works are the first in Australia to undertake the casting of malleables.

Should this system of implement factories extend to other states in the Australian Commonwealth it will doubtless have a great effect upon our export trade of implements to that country.

Analysing the Engine

In selling gasoline engines there is a lot in knowing something about other engines that are sold in your territory, especially those sold by mail direct to the farmer. Not that it is good policy to devote your selling arguments to "knocking" competing makes, but that you may be able to bring out special points of value on your engine that are not possessed by the others. A dealer recently secured an order at a \$50 higher price simply by explaining special points of this kind and then asking the farmer to learn whether the lower priced engine could duplicate these advantages.



"Maltese Cross" Non-Skid Tires



For Gripping Qualities this
Tire has no Equal.

On any kind of Surface
It is THERE
GOING and COMING.

Ask The User.

Gutta Percha and Rubber Limited

WINNIPEG Not in any Trust or Combine CALGARY

GRAND TRUNK PACIFIC
CANADIAN INDUSTRIAL EXHIBITION
WINNIPEG, MAN.
JULY 10 to 18, 1914

Single Fare for Round Trip

From all stations on the Grand Trunk Pacific in Ontario (Ft. William and West), Manitoba, Saskatchewan, Alberta and British Columbia.

Good Going, Tuesday, July 7th, to Friday, July 17th Inclusive.
Returning Wednesday, July 22nd, 1914.

For tickets, reservations and full particulars apply to any Grand Trunk Pacific Agency. Passengers from stations where there are no agents can purchase reduced fare tickets from train agent.

W. J. QUINLAN,
District Passenger Agent, Winnipeg.

Business Fluctuations and Better Times

It is needless to comment on the depression that has recently passed over American business—possibly the back-wash of the wave is still with us. Every new nation must undergo periods of transition; the business interests must adjust themselves to meet new and changed conditions resulting from progress, and possibly over development. The investor in Europe must naturally wonder why it is that, while we talk so of prosperity, we should so frequently receive a serious financial set-back. He asks how with our growing wealth and national resources, our superior advantages, we are not more consistently in a state of trade prosperity.

In a speech, Judge Elbert Gary, chairman of the Board of Directors of the U.S. Steel Corporation, made a statement that may be applicable not only to the United States, but to Canada. He said:

"I venture the assertion that it is largely because of much unnecessary agitation and ill-considered criticism by those who have not the nation's best interests at heart. There is too much demagoguery, too much mud-slinging. The man out of office criticises the one in office, and the one in office in turn seeks to advance his own interests regardless of the effect upon all others.

"In many public speeches, and in magazine articles the authors are influenced by motives of selfishness or cupidity. Appeals are made for the purpose of creating a feeling of dissatisfaction and unrest when it is unnecessary and unjustified. It is not uncommon in public discussions to treat success as an offense; to consider the possession of wealth, however honestly acquired, to be wrong. Legislation calculated to create classes is urged persistently; also laws to impose unnecessary and unreasonable burdens; to take forcibly from one something which he has and is entitled to have, and turn it over to another; to prevent or to lessen the success of legitimate enterprise and endeavor."

"The confidence of capital is shaken by this hysterical agitation, and it becomes harder and harder to get on fair terms and at a reasonable rate of interest the necessary capital to maintain business to meet the growing demands of this continent.

Continuing, Judge Gary pointed out that we are in a position to go ahead. "Business has had a ducking," said he, "but is drying

off and is ready and eager to take a fresh start. The volume of business at this time, although large because the country is so vast, is not half so great as it ought to be or as it could be. It is high time for all of us to wake up to a realization of the fact that we are in competition with other countries who are striving for supremacy."

"The people of a nation prosper or fail together; the unnecessary destruction of one or of a few adversely affects the whole body; and, while the application of the principles of good morals is of the highest importance, the man whom it is sought to influence by these considerations lends an unwilling ear unless, at the same time, his material wants are satisfied. There is placed upon those in power and authority at the present time a very great responsibility."

Plowing Behind the Binder

A machine designed to follow the binder and plow the soil has been invented by John M. Will, formerly a North Dakota farmer. A company for its manufacture is being organized in Fargo. A traction engine pushes a binder and pulls a gang plow behind it which plows the same width as the binder cuts. It is claimed by the inventor that this method turns weeds under before the seed has ripened and also cleans the soil.

Heartfelt Prayer

"Johnny," asked a Sunday school teacher, "do you say your prayers every morning?"

"No, ma'am, but my father does," said Johnny, whose dad is an implement man. "And what prayer does your father say, Johnny?"

"He says, 'Oh, Lord, how I hate to get up.'"

Conservation of Ground Moisture

As the amount of water lost from the soil by evaporation and by the transpiration of the plant is far in excess of the rainfall during the growing period of any ordinary season, the plant must get much of its moisture from the soil by capillarity; that is, the water travels or is drawn upward in the soil from particle to particle as required by the plant.

This can easily be demonstrated by placing a few plants in crocks and setting them down into the soil, but so placed that no moisture other than the rainfall will be received by the plant. The result will be that the plants will die from lack of moisture.

This brings up the question of how to till in order to have the moisture available when needed. Fall plowing will do much towards holding winter and spring rains. By having the soil loosened, more water is retained. Sub-soiling is often resorted to as a means of so loosening the soil that it will hold more moisture. If this is done, care must be taken to only loosen the sub-soil and not bring it to the surface. Summer tillage prevents loss of moisture. If the soil is left compact and solid, the water comes to the surface and is lost by evaporation. At the same time, the soil is left cold and less pervious to the air. Frequent cultivation keeps the weeds down, allows more air to get into the soil, helps to warm the soil, and, by keeping a blanket of loose earth as a covering, the water is prevented from passing off into the air by evaporation and is retained for use by the roots of the crop. After a rain it is a good practice—as soon as danger from stickiness is past—to lightly cultivate or harrow the ground to restore this blanket. It is a good plan to run a light harrow over unseeded cereals and corn after they are up. The corn may be lightly harrowed before it comes up, and a couple of times after it has come up. In harrowing cereals, care should be taken not to harrow when the grain is too small to allow it to get a good root hold. The increased moisture will more than compensate for any slight loss due to the harrowing.

Good tillage ministers to the needs of the plant in many ways. It may not always be possible to work the soil as frequently as theory requires, but it is well to follow as closely as practicable.

—Conservation.

His Job!

A rather seedy individual wandered into the St. Louis house of John Deere Plow Company the other day. He had seen better times, but unlike most of his ilk was willing to work. After explaining who he was and where he came from Charlie White, advertising manager, said:

"You say you came from Medicine Hat? What did you do there?"

"Oh!" said the tourist, "I was part of the Hat band."

The Control of Credit

Are you doing anything to control the credit business of your town? Or are you letting this thing run itself, without making an effort to better conditions?

There is no question that credit is a good thing. It is the basis of the business of the whole world, but, like fire, it is a splendid servant, and a terrible master.

Can a farmer run an account with you until his credit is exhausted and then go up the street or into the next town and do the same thing with another merchant, repeating the performance almost indefinitely? If he can, it is high time that something were done to change matters.

You may be willing to trust a man for \$100 worth of goods, based on his worth and character, but if you knew he owed \$200 or \$300 to other merchants, would you be willing to let him have those goods? The chances are you would not.

As things are now, you have practically no means of knowing the amount of money owed by your customers to all the merchants with whom they trade, consequently you and your fellows are "going it blind" so to speak, and carrying accounts for which you may be paid eventually, but at a cost in lost interest, etc., that is very heavy.

Co-operation between merchants in the same community in credit matters is of vital importance. It means less loss, not only in bills that are never paid, but in the length of time you have to carry some of your customers.

A canvass of the situation in your neighborhood would likely bring out some surprising information and would open your eyes to conditions that could be remedied by the proper and legitimate use of co-operation between competitors.

Anyone who is interested in this matter will find it mighty profitable to investigate and secure data upon which concerted action can be taken by the merchants of a community.

—Hardware Trade.

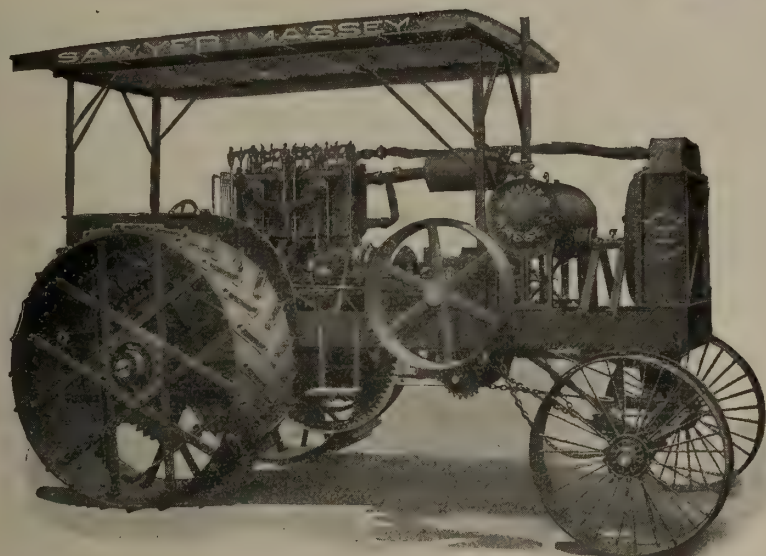
Some Binder Sellers!

The combined binder sales of three implement dealers in Blackwell, Okla., this year embraced 120 machines. The same three dealers have thus far sold 163,000 pounds of twine.

The masterpieces of genius are sweated out of them; are born of strain and struggle.

The Premier Company

The Premier Goods



Sawyer-Massey Gas Tractor

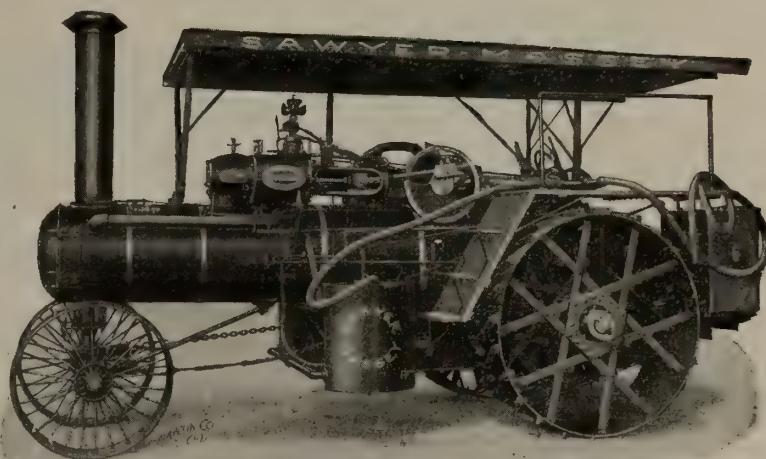
The SAWYER-MASSEY 25-45 Gas Tractor is the premier machine of its kind in Canada. It has proven by actual accomplishment in the field and in contest, powerful, easy to handle, economical of fuel, and with exceptionally little vibration, meaning long life and few repair bills. At the Winnipeg Contest last year it easily won the Gold Medal and first prize, conclusively proving its superiority and developing 58 horse power, or 13 horse power over rating.

It will pay you to handle this machine. It will give long and satisfactory service to every owner, making profits for both you and him.

Sawyer-Massey Steam Tractors

We make a complete line of Steam Engines of many styles and sizes, from 30 h.p. Portable to 115 h.p. Tractor. There is a Tractor in our line to meet every condition, and suit every farmer and thresherman, no matter what his needs.

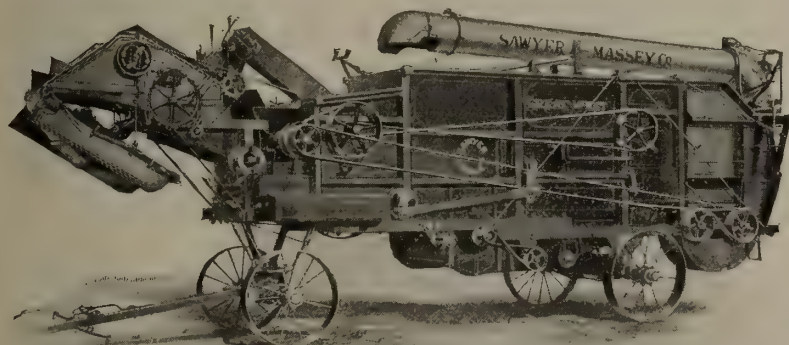
SAWYER-MASSEY Steam Tractors are famous throughout Canada. They are strongly and honestly built, and will give the best of satisfaction to every user for a long period of years. They are exceeded by no tractor in Canada in ease of handling, easy steaming qualities and economy of fuel and water. You should investigate these machines, as there are sure profits to be made in handling them.



Sawyer-Massey Threshers

There is a full line of SAWYER-MASSEY Threshers to meet every requirement. The large and powerful "Great West," made in five sizes, the smaller "Daisy," and the "Eclipse" for the farmers who do their own threshing, form a line advantageous for any dealer to handle.

These Threshers are honest SAWYER-MASSEY quality through and through. Fast threshing, easy running, strong, durable, and famous grain savers, they are favorites with farmers and threshermen alike wherever known.



Write for our large Illustrated Catalogue, describing our full line of Farm Power Machinery

Sawyer-Massey Company, Limited

HAMILTON - - - CANADA.

Branches and Warehouses:

WINNIPEG, Manitoba

REGINA, Saskatchewan

CALGARY, Alberta

Agency: Buenos Aires, Argentina

SAWYER~MASSEY

Lubrication

Lubrication is a necessity to all moving parts of any mechanism, the necessity varying directly as the speed of the mechanism. Obviously, in the case of the high speed gasoline or kerosene engine, such as we have at the present day, lubrication is of paramount importance. It is a necessity for all bearing surfaces whatever their size or the load imposed upon them. A considerable factor in the successful lubrication of the modern internal combustion engine is that of the proper lubrication of the cylinders. The oil used has to stand very high temperatures since the heat generated by combustion in the cylinders is very great. This tends to break up the oil supplied for the lubrication of the cylinder surfaces, greatly reducing its properties. It is necessary, therefore, to have an oil with a high flash point, that is an oil that will withstand high temperatures without material change. It must, also, be a good oil and have the quality of viscosity. Oils that are obtained from petroleum, that is mineral oils, are most reliable for cylinder lubrication.

In regard to viscosity, oils fluctuate considerably as far as this term is applicable, for it has to do with two distinct properties, cohesion and adhesion. Oil is not as commonly supposed a "true body," that is, it is composed of many particles and the force that holds these atoms together is known as cohesion. Therefore the more cohesion that exists between these infinitesimal components the greater will be the resisting force of the medium and consequently the oil will maintain its function when subjected to high pressures, i.e., a bearing supporting a heavy load. The second property, adhesion has to do with its ability to adhere to other bodies, that is, it must possess a tendency to remain on the bearing surfaces which it is protecting.

Leading manufacturers of cylinder oils have studied the problems pertaining to gas engine lubrication so that the operator can make no mistake if he uses for his engine the type and grade of oil recommended by its makers. Some operators attempt economy by using cylinder oil for the entire engine. This is entirely wrong for cylinder oil is not always suitable for the other bearing surfaces of the engine.

About the most positive way to regulate the oil allowed the cylinders is to increase the supply of

oil allowed each cylinder until over lubrication is evidenced by white smoke at the exhaust. This indication must not, however, be confused with the darker smokes which indicate faulty mixtures or combustion.

The whole theory of lubrication is to present an ever constant film of some non-friction element between the several bearing surfaces, and this not only applies to oils but to other mediums as well. Hard grease, non-fluid oil, and graphite paste are excellent mediums for enclosed gears and compression grease cups. Graphite is especially adapted to gas engine cylinder lubrication for it can withstand the highest temperatures without undergoing any change. Graphite held in solution in cylinder oil has been proved to be an excellent cylinder lubricant.

Squeaking and grinding sounds are invariably the result of insufficient lubrication.

Overheating, sluggish operation, low efficiency, noise and heat, smell of burned oil, seized bearings or pistons, worn bearings, etc., are all due to faulty lubrication. A. L. Brennan.

Do You Read the Policy?

It is somewhat remarkable to learn from time to time how few people have read the clauses of their insurance policies. They are told by the agent, in a general way, what they are purchasing and, in the majority of cases, the policy is filed away without reading and the premiums paid from year to year, without reference to the text of the document. When a man buys a piano, or a house, or an automobile, he wants every part explained, he examines the article himself or has an expert to do so for him.

In the case of the insurance policy, he recognizes the need for insurance, listens to the life company's recommendation, and buys it, usually without a knowledge of what the policy will or will not do. While this fact is strong testimony to the character of the life insurance company and the agent, it does not eliminate the responsibility of the policyholder.

This phase of the insurance business not long ago exercised Insurance Commissioner Preus, of Minnesota. He truly remarked that if every person who insures his property would read his policy, together with the riders and permits attached thereto, misunderstanding as to coverage, co-

insurance, concurrent insurance and warranties would be practically eliminated. Again, if every purchaser of a health and accident policy would peruse the contents of his contract, the health and accident business would be on as high a level as every other branch of the insurance business. If every individual insuring his life would read his policy, know the privileges that it extends and the benefits which it affords, he would become interested in life insurance and measure in dollars and cents the amount and kind he should carry. Reading the insurance policy is a simple duty.—The Monetary Times.

McLaughlin Company Enlarges Edmonton Branch

The extension of the McLaughlin Carriage Company's business in Western Canada is evidenced by the decision of this company to considerably enlarge their branch in Edmonton.

Contracts have just been awarded for an addition to the branch depot already located there.

The new building will be modern in layout and equipment, and so fitted up as to make it one of the best automobile garages between Winnipeg and Vancouver. It will have 50 feet frontage by 150 feet depth—thus bringing the total size of the Edmonton branch of the McLaughlin Company to 100 feet frontage with a depth of 150 feet. The location is at the corner of Fourth Street and Jasper. The McLaughlin Carriage Company are, indeed, to be congratulated upon the growth of their business, which is especially noticeable in the increased number of their cars in use in the West.

Honesty in Business

In an address to the Associated Advertising Clubs of America, at their recent convention in Toronto, R. R. Shuman, Chicago, said in an address:

A great cry has gone up wherever honest advertising is bought that inquiries cost more and returns are harder to get each year than they were the year before.

Is advertising losing its potency? If it is, one factor enters strongly into the fact; the growing suspicion of advertising in the minds of the general public; and this suspicion can have but one cause—the same cause that makes a burned child dread the fire.

Marshall Field, the world's

greatest merchant, declared "A man who will lie to make a sale is a fool." And he is right, because the basis of all trade is confidence; the foundation of confidence is satisfaction; satisfaction comes from service, and a house grows great not so much on the business it gets, as the business it keeps. So true is this that the man who lies to make a sale is not only a fool but also a suicide. If the folly ended with his miserable self our grief would be short; but the business liar commits hari-kari, maiming and killing innocent competition by destroying the basis of all business—the confidence of the buying public.

If it be criminal for a salesman to lie and deceive one man in trying to close one sale, is not the advertising man of the advertising agency, or the publisher, a million times criminal when he spreads that lie before the trusting eyes of a million men or a million women?

Markets Made in Print

Do you keep track of the nationally sold products now being advertised in the newspapers, so that you can take advantage of the demand?

The manufacturer who is using the newspapers of your town is making a market right at your doorstep—a market for you.

Make your windows and your displays of such a nature that you will reap the harvest.

It is plain business sense to do so—to put your own push behind the pull of the other fellow's advertising so that the dollars will flow your way.

That is co-operation for the benefit of your own pocket.

Business is Business

"Business is business," but men are men,
Loving and working, dreaming,
Toiling with pencil or spade or pen,
Roistering, planning, scheming.

"Business is business," but he's a fool
Whose business has grown to smother
His faith in men and the golden rule,
His love for a friend and brother.

"Business is business," but life is life
Though we're all in the game to win it,
Let's rest sometimes from the heat and strife
And try to be friends a minute.

Let's seek to be comrades now and then
And slip from our golden tether,
"Business is business," but men are men
And we're all good pals together.

Berton Braley.

If the average dealer were as hard on himself as he is on his competitors, most of the trade evils would soon droop and die like so many toadstools in the sunshine.

Truth is an Asset

Truth is an asset and a lie is a liability, and the business world discovered this. The three learned professions know it theoretically, but they haven't the technique. Our doctors and lawyers and preachers are only interested in truth in an academic way, but business men are committed to a truthful policy. We are standing by each other. When we make a sale we make a friend. We do business with our friends—because our enemies will not trade with us. Isn't that a sufficient reason?—Elbert Hubbard.

The Necessity of the Wagon

The wagon must be admitted to be the most indispensable of all farm implements, but rarely does it get the attention it deserves. In a recent speech a wagon salesman made the following remarks regarding the wagon:

"From the earliest history of agricultural pursuits we find that farming implements were used. Though crude in their character, yet they were implements. The one on which I am to speak dates back as far as any of them. It is the one that is, was, and always will be indispensable.

"The wagon does not confine itself to use in agriculture, but it is important to commerce as well. At one time it was the most important factor in the commercial world and it has not lost its use in that capacity at the present time.

"You can go to any farm, no matter how large or small, and you will find the wagon holding the most prominent place and used more than all other implements put together. Without the wagon the farmer would have to throw up his hands and abandon his job.

"He can use his plow in the field after he gets it there, but he must first buy the plow and then take it home.

"A farmer must buy his seed and fertilizer before he sows it, but he cannot carry it on his back. After the crop is grown and gleaned it must be put in storage until it is ready for the market. When the farmer wishes to deliver his grain to the market the faithful wagon is again called into service to deliver to the nearest railroad station.

"Now, I say right here, that without this important piece of machinery there would be no railroad stations and no use for railroads. Thus, one can readily see the value of the wagon in both the agricultural and commercial world.

"As all machinery wears out

from hard usage—sometimes neglect—there is always a demand for the wagon. Every farmer becomes a customer once in every ten or twelve years. You know how the demand for the binder holds out. Each year we sell our quota. Why is it that we do not get a larger proportion of the trade on the wagon? Is it the fault of the wagon?"

Be Up-to Date

Don't be afraid to make your store up-to-date, install modern fixtures and otherwise show signs of prosperity and progress because you think people may think you are making too large a profit or they will have those things to pay for. You may lose thereby a few nickels and dimes from the trade with whom economy is the paramount issue, but you will

make it up in dollars from the trade that appreciates quality and realizes that therein lies true economy.

In Writing Your Ad.

Advertise one machine at a time—when you are prepared to demonstrate or show that machine.

Pick out the features of that machine that most appeal to your patrons.

Bring out those features simply and clearly.

Stop when you get through with one or two features.

Keep at it until you know that your customers are associating your name and that of the machine.

Then keep at it to get them into your place of business.

In other words, advertise right and all the time.

Keeping Level

In a certain southern state there is an old man who has quite a record for marrying. Four wives have died on him, and he has married the fifth. After the fifth wedding a neighbor met the old man's son and said:

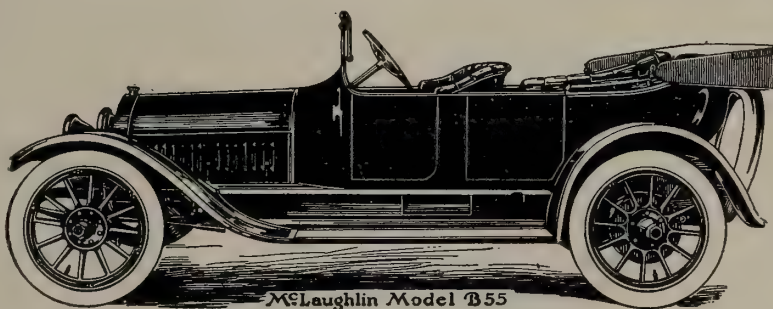
"Well, John, I hear your father has married again."

"Yes, sir," said the boy. "Every time the Lord takes one the old man takes another."

A Physical Impossibility

Mike (to chemist): "The doctor said: 'Take wan of these pills three times a day.' I took wan of thim wanst, but the man doesn't live that kin take wan of thim three times."

Ten
1914
Models



McLaughlin Model B55

Prices
from
\$1300.00
to
\$3000.00

To Implement and Automobile Dealers

Coming to Winnipeg for the Fair July 10—18

We extend a hearty welcome and invite you to make our showrooms your headquarters during your stay in the city.

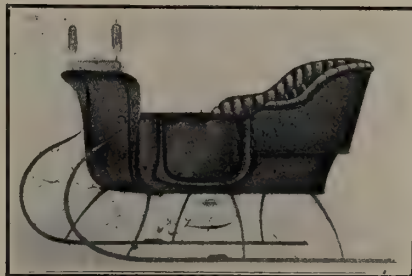
We are not exhibiting at the Fair, but our warerooms, corner of Princess and Ross, will have a comprehensive display of our goods.

Our 1914 Automobile Models will please you—they are unquestionably the best value on the market. Over 120 residents in this city have bought from us this summer and are satisfied.

A Tribute to Quality.

It pays dealers to handle McLAUGHLIN cars and it will pay you to visit us and talk over our liberal contract.

We will also have on display the most up-to-date models in 1914—15 cutters. Our carriage goods have stood the test of more than forty years and are still recognized as superior to all others.



No. 284 "Fore Door" Auto Sleigh

Don't Forget
to pay us a
Visit



Our 264 "Jumper with Top"

McLAUGHLIN CARRIAGE COMPANY, LIMITED
WINNIPEG

Showrooms:
204-212 PRINCESS STREET

Garage:
275-277 MARYLAND STREET

Western Canada Branches: Regina Saskatoon Calgary Edmonton and Vancouver

Saskatchewan Farm Machinery Commission

Considerable publicity is being given by the daily press to the sittings of the Saskatchewan Farm Machinery Commission. To read the evidence of some of the witnesses one would come to the conclusion that the treatment meted out the ill-used farmers by the machinery concerns was almost inhuman in its severity. In fact it is like unto tales we read of the Russian secret police in their efforts to populate Siberia.

And we must recollect that the public, looking at one side of the question only, may be duly impressed by the evidence given. Evidence of oppression is given and the cost of repairs loudly condemned. The constant change in machine design is criticized, farmers claiming that machines rapidly become obsolete owing to the incessant changes made in design by manufacturers. So far all witnesses concur that vast remedial measures are essential to minimize the risks at present taken by farmers in purchasing machinery and repair parts. 'Tis a sad tale, friend dealer—but.

When we listen to this evidence of oppression and intimidation can we not think of many instances when possibly severe pressure was necessary with regard to the settlement of long due debts. Can we not think of a thousand cases when the dealer and manufacturer suffered loss in the end, yet got no opportunity to blazon the fact from the house-tops. It would be interesting—as counter evidence—to hear of some of the risks—and dead losses—that have been the reward of dealers and manufacturers who have supplied farm machinery and implements.

It seems to be a fairly inherent trait in human nature to evade the payment of obligations, of the most just quality.

If you doubt that fact just try the following experiment. Lend a man you know \$20 with the agreement that he repays you at the end of 30 days, with no word of interest. At the end of that time approach him and ask for the \$20. It will surprise you to find the aggrieved expression he will assume, the air that makes you feel you have misjudged his personality, doubted his integrity. George Horace Lorimer said, and truly: "All of us are, in a sense, quick, joyful borrowers but sad, slow payers."

Let the public—the ordinary business man who wants your money on the spot for value received—be confronted by the enormous sums of money which are due the machinery concerns by



CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager
811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS
\$1.00 per year in Canada; Foreign \$1.25 per year. Single Copies, Ten Cents

ADVERTISING
RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, JULY, 1914.

the farmers of the Canadian West, and perhaps he will re-read the evidence of the oppressed with a more chastened view of its enormity.

The scope of the Commission we give herewith:

The object of this Commission is to inquire into conditions surrounding sale of implements and other chattels to farmers, nature and extent of security required, terms and warranty given, and methods employed in collecting; all with a view to considering possible legislation that would secure to purchasers:

- (a) Freedom from undue pressure to buy;
- (b) Protection from the giving of excessively large credit and the taking of exorbitant security;
- (c) A uniform and equitable contract, and an implied warranty of the chattel.

The commission under section 2 of Chapter 18 R.S.S., 1909, will have the power of summoning witnesses before them and to require such witnesses to give evidence on oath, orally or in writing, or on solemn affirmation (if they are persons entitled to affirm in civil matters) and to produce such documents and things as the commissioners may deem requisite to the full investigation of the matters into which they are appointed to inquire; and the commissioners shall have the same power to enforce the attendance of witnesses and to compel them to give evidence as is vested in any court of record in civil cases.

Credits in Commerce

No risk should be accepted, no project should be furthered without investigating the character, capability and capital back of that risk or that project. When all three of these essentials are satisfactory, aid should be liberally extended. But if a man has the two greatest assets of character and capability, of capital he may have little or none, credit supplies its place. Money seeks labour, and all it asks is that the labourer shall double the talents furnished him. He dares not be slothful or afraid; his all depends upon his integrity, his diligence and originality. Thinking after other men never puts him first. The trader, like the poet, must have a vast imagination; he must see into the future, must have his ideal, must have faith in its realization, and then work for it without ceasing.

The captains of industry today are the men who, a quarter of a century ago, read between the lines and saw the possibilities of the future, and then devoted their lives to converting those possibilities into facts.

A Little Thing that Counts

There are many dealers who take the wrappers off their trade papers and who read them—and there are many who do not. And the reading dealer occasionally answers some of the advertise-

ments in his trade journal, but how often does he mention the name of the publication in which he saw the advertisement? It is a little thing—but it counts. It counts from the standpoint of the publisher, who month in month out puts before his readers articles that educate and entertain them. Time and again advertisers may turn to him and say that they doubt if they get many replies to their advertisements. Yet they may do so—only the source of interest was not quoted. Unless an advertisement is specially worded—or "keyed," in journalistic phraseology, the advertiser cannot tell from what source his correspondent got the impetus to write—unless the name of the paper is quoted.

As a little, hidden courtesy to the publisher of your trade journal, Mr. Dealer, when you answer an advertisement just mention the publication in which it appears. It is a little thing, it takes little time or trouble, but it counts from the standpoint of the manufacturer, jobber or publisher.

Wasted Hours in Business

In our modern business how many high priced business men waste hours on end in that most mechanical of all tasks—signing their names! You will meet many business men who say that they sign their names on an average 300 times per day, and at certain times sometimes three times that often.

To the most unbusiness-like brain this seems a ghastly waste of time. To write one's name is, surely the most elementary of all tasks. The most stupid of men or women can do it, yet the task usually falls upon those business men whose intelligence is the most acute. It does seem wasteful to pay a man thousands of dollars annually and then to make him waste many hours weekly in a job that we usually practice assiduously during our first few years at school. Any system of eliminating this waste of time is good—especially that of hiring a low priced man of ordinary mental ability who can sign papers checked and prepared for him by the heads of the concern. Such a procedure should work quite well—with an honest fellow as signature clerk. At all events it would leave the "brains" of our modern commercial world many hours a week to devote to really intricate matters.

Regardless of his politics, the standpatter on price is the man who wins.

The Importance of Agriculture

The development of American Agriculture is to be a large factor in our affairs, for it will absorb the energies and shape the lives of at least one-third of our population. The education of so large a mass is a tremendous problem, not only because its character so directly decides the weal or the woe of so many people, but because the development of agriculture and the people indirectly affects all the people of all classes everywhere. It is fitting, therefore, that all classes interest themselves in agricultural progress, for it is, after all, a public and not an individual question.

Holding the Customer

To err is human, and even more human is our liability to make mistakes. But to rectify mistakes, to win back lost trade, is an art, nay more, it often comes within the precincts of genius. If a dealer finds that many of his customers are going elsewhere, even his oldest customers whom he depended on as sure trade, it is distinctly his duty to set about a careful and thorough analysis of the cause for such a step. Let him commence with his own personality and systematically take point after point in his salesmen, stocks, in fact with everything connected with his business. Eliminating all that is blameless, he, sooner or later, should come upon the weak spot. In losing trade investigation nearly always proves that in 75 per cent of all cases the store is itself to blame for repelling the customer. Through inefficiency or bad management trade is withdrawn, and possibly of that percentage 60 per cent could be brought back to the store if only the matter were carefully considered and the cause located. An old customer retained is a valuable asset and it costs less to do this than to make new customers and retain them. Never lose a customer without knowing why he has ceased to deal with you. Obviously it is not possible to investigate every individual case, but collectively, it has been proved conclusively that errors, mistakes and lapses in service and efficiency have been the cause of the trade that is missing. Wrong kinds and qualities of goods, defective goods, indifference to complaints, boorish salesmen, neglect in ordering supplies, these and a thousand other causes are responsible for the loss of customers. Errors can be minimized,

clerks and salesmen can be checked with tact, goods can be got of a proper quality, better service can be instituted for the benefit of the customer, and the result will prove to the dealer that care in keeping the customer is one of the first essentials in running any line of business.

Cost of Producing Wheat in Argentina

The Department of Agriculture in the Argentine recently investigated the cost of cultivating wheat on a farm $6\frac{1}{4}$ miles from the nearest railway station. The area of the farm was 618 acres, of which 494 acres were sown to wheat and 124 acres left as pasture. The value of the buildings on this farm were \$850 in Canadian currency, of farm implements \$980, of live stock \$1,140. The yield was practically 15 bushels per acre.

The expenses of production were as follows: Rent of land,

know that we have reached it, and many a man throws up the sponge when a little more courage and strength would have brought him to the sunshine of assured success.

There is no failure, except in no longer trying, in no longer keeping faith with the promise of effort. There is no defeat except from within, no insurmountable barrier save a weak and unsteady purpose.

Solar Energy as Horsepower

In the course of a paper on "The Utilization of Solar Energy," read recently at the Institution of Electrical Engineers, London, the lecturer described the results of his 48 trials of engines for using sun-produced steam. It was shown that 14.5 per cent of radiant energy of the sun was reflected by our atmosphere and 15.5 per cent was absorbed in passing through the atmosphere, leaving 70 per cent to be transmitted to the earth's surface. The maximum

Personal

S. Bolton has gone into business at Bruderheim.

John Smithers has opened a new business at Fleming.

J. Leggatt has sold his harness business at Plumas to J. Morrison.

George Rettig has discontinued his implement business at Quinston.

F. L. Creasy is a new implement dealer to open up in Sidney.

J. R. Sutherland has discontinued his retail implement business at Kelfield.

J. L. McDougall has taken over the implement business of Bert Forrest at Bender.

H. B. Thompson has recently opened up a retail implement stand at Indian Head.

S. J. McCreary has sold out his implement business at Bladworth to a dealer named A. F. Howard.

F. R. Falconer has taken over the implement business at Athabasca formerly carried on by D. Keir.

Parcels & Black, formerly an implement firm at Chauvin, have sold out to two brothers named Code.

M. J. Reilly has bought out the implement business at Herbert formerly carried on by C. B. Sheldon.

Frank Schweda has enlarged the business side of Leipzig by opening an implement store at that point.

W. H. Gray has moved his implement business from Brandon to Tilston, where he will carry on his business.

Tuple Bros. have enlarged the business side of Hughton by opening an implement stand at that Western point.

E. W. Sager is the latest addition to the business side of St. Louis. He has started an implement business at that point.

R. J. Shaw has sold out his retail implement business at Tate to a concern that will do business under the heading of Toop & Hall.

We regret to note that G. S. Wallace has suffered severe financial loss through his implement business at Beatty being burned out.

George Cant is the name of a new dealer to open up at Elrose. We trust that Cant "can" do a good thriving trade at that Western centre.

A. Berner, who carried on an implement business at Jasmin, has been bought out by W. Humphries. In the same town

Days of Canadian Industrial Exhibition

Winnipeg

Friday, July 10	Opening Day
Saturday, July 11	Travellers' and Fraternal Society Day
Monday, July 13	Children's Day
Tuesday, July 14	Farmers' Day
Wednesday, July 15	Citizens' Day
Thursday, July 16	American Day
Friday, July 17	Ladies' Day

\$1,020; seed, \$415; seeding and cultivation, \$510; reaping, \$50; binding, \$155; cartage and stacking, \$340; food during seeding and harvesting, \$155; binder twine, \$130; threshing, \$850; 3,000 bags, \$395; hauling to station, \$210; repairs, \$35; depreciation on machinery at 25 per cent, \$210; interest on capital invested—buildings and stock, \$295; insurance, \$115; tax on production, \$5. Total cost of production was \$4,875, or 66 cents per bushel, the yield being 7,350 bushels. The crop sold at 80 cents per bushel, leaving a profit of \$1,070.

The Real Test

There never was a great effort made on this earth, either the building of a bridge or the organization of an enterprise but some individual had to sweat blood. Some philosopher once said that genius was only another name for constant application, unremitting labor. Too often the hair line between failure and success is so fine that we scarcely

average amount of heat that a perfect sun heat absorber could absorb would be 4,440 h.p. per acre—a figure which had naturally excited the cupidity of inventors and others in the past. The lecturer's own experience showed that about 250 square feet of sunshine was required per brake horse-power, but even this would allow for nearly ten million engines each of 100 brake h.p.

Pushing Advantages

A bullet head with a wallop in either hand will win in a lumber camp. It takes training, science and head work, as well as foot work, to defeat trained boxers. They won't land a body blow, and then smilingly talk about the weather while they wait for the change. Padlock your customer, but don't "lovely weather" him until he has seen your latest item in farm machinery.

Again, salesmanship is the creation of additional business without additional expense.

Tom Gray has sold out to Ole Olson.

The firm of Klessen & Friesen, Herbert, has had a change in its management. The partners have dissolved, H. H. Klessen continuing alone.

The firm of Peterson & McDonald, Melville, has been broken up. Mr. Peterson retires from the business, J. McDonald continuing alone.

The firm of Carnahan & Fraser, Fleming, has sustained a change in management. The last named partner has gone out of the business—James Carnahan continuing alone.

Milne Bros., have bought out the implement business of E. P. Stratton at Edgerton, while in the same town C. C. Walrath has opened up a new farm machinery stand.

Sir Lyman Melvin-Jones, president of the Massey-Harris Co., Toronto, along with a number of the leading officials of the firm, went to California recently to investigate the merits of a new machine which cuts and threshes grain in the field.

Among the recent visitors to Peoria, Ill., were I. J. Haug and Stephen de Sigray. "I. J." is well known in the Canadian Northwest as the genial president and general manager of the Canadian

Avery Company, his headquarters being Winnipeg. Mr. de Sigray hails from Budapest, Hungary. While in Peoria he visited the plant of the Avery Company.

H. F. Anderson, manager of the Tudhope-Anderson Co., Winnipeg, is at present on a business visit to the factories of the company at Orillia, Ont., and will also take in the plant of the Emerson-Brantingham Company at Rockford, Ill. While in the east and south he will cover several of the more important business centres.

Sudden Death of Implement Man

While working in the shipping room of the John Deere Plow Co's warehouse in Winnipeg, on June 30, David McCorquodale was stricken by sudden illness. A doctor was summoned and the police ambulance took the insensible man to the hospital. In spite of the efforts of the physicians Mr. McCorquodale died in two hours, death being due to paralysis induced by hemorrhage of the brain.

The deceased was born fifty years ago in Embro, Ont., and after farming near that centre for a number of years entered the implement business. He came to

Winnipeg several years ago, entering the employment of the John Deere Plow Company.

General Sales Manager Made President

A. T. Jackson has been elected president of the Emerson-Brantingham Implement Company, Rockford, Ill., the distributing house for the Emerson-Brantingham Company, of which Charles S. Brantingham is president. Mr. Jackson has served as general sales manager for the company since its organization and will continue in that capacity.

A Dealer with a Doctrine

In Southern Alberta, some forty miles west of Medicine Hat, is situated the prosperous town of Carlstadt. That is only a geographical fact, but there are reasons why the business men of Carlstadt are prosperous. The main reason is, of course, that the farmers of the surrounding territory are well-to-do, but beyond that the primary reason is W. G. Scollard, Deering Agent at that point, hereafter called "Bill," 'cause he likes that name best.

Bill is a man with a mission. He preaches the gospel of mixed

farming and machinery as against man power and lack of grey matter. His greatest antipathy is the single crop farmer, the man who throws all his effort into one crop—the fellow who gambles on one number only—and stakes his all on a solo chance. And Bill's doctrine has done things. He kept at the farmers in the district until they had to sit up and take notice. Then they opined they'd try, and finally a little practice has led to prosperity in that district.

Simply because one man, and a retail implement dealer at that, had sense enough to stand up and preach horse sense at the idiocy of wheat madness. Wheat is wheat, but cows, dairy produce and fowls also mean lots of money. And early frosts don't depreciate their value, while they don't give a hoot for hail or drought.

Men like Bill Scollard of the I H C don't grow in every district—we only wish they did. The dealer can be an educational force in his community if only he will recognize the fact. And their work can benefit the whole community—witness what Bill did with his doctrine of diversification. And he is a long-headed man who knows well the value of mixed farming. He has seen service for his company at its factories both in Canada and the U.S.. He has been an expert, inspector, purchasing agent and salesman. He has visited Argentina and other countries. Yes, you can practice Bill's theology to your benefit—it'll put money in your pocket in the end, and beyond that will benefit your town and the adjacent country. More power to dealers like Bill. They are the real pushers of prosperity in farm areas of the West.

Quantity or Quality

Some dealers figure that it pays better to hire one expert salesman than two inefficient ones. This is true in the majority of cases. An expert salesman can be hired for less money than is paid out to a couple of common grade men, and the chances are that he will give better satisfaction. Hiring one good man in place of two inefficient ones will help lower running expenses.

C.O.D. Repairs

If harvesting machine repairs are not paid for on delivery there should be a stated time for payment. It will save trouble and annoyance. Try it.

Come and See Us

Q We would like to show you our goods. They will stand inspection. We have a nice stock of Duplicate Plow Shares, Binder and Mower parts, Harrow Teeth, 20th Century Shafts, Buggy and Democrat Poles, Eveners and Equalizers, Wagon Sets, Whiffletrees and Neckyokes, etc.

CANADIAN INDUSTRIAL EXHIBITION

JULY 10th to 18th, 1914

GIVE US A CALL

D. ACKLAND & SON, LTD.

WINNIPEG.

His First Lesson



The farmer of today proudly teaches his son what his own father taught him — to use a John Deere Plow.

JOHN DEERE
MOLINE, ILL.
THE TRADE MARK OF QUALITY
MADE FAMOUS BY GOOD IMPLEMENTS

The Cost of Modern Fairs

Fairs are no new thing in the history of the world, but fairs as we know them are entirely different from what they were in ancient times. The Romans, Greeks and Egyptians had their fairs, which were usually gala days for the upper classes, where races—chariot and foot-racing, wrestling, and other feats of strength and skill were held in the center of an out of door's stage. These carnivals developed in time into the street fairs, a species of market where wares were shown and purchases made. These street fairs, as time passed, developed into large annual events, finally into the provincial or state fair as we have these at the present day.

It is always a sore bone of contention in Western Canada as to whether fairs on a large scale justify the great expenditure necessary. In fact in Winnipeg, we often have what is practically an oratorical war on this vexed point—without coming to any solution of the problem.

Too many critics of our Western fairs are prone to judge them without due thought as to the expense necessary to attract the public. As years pass our rural communities grow more and more sophisticated. The coming of the moving picture show to the small towns, the increased circulation of reading matter of all kinds throughout the country, many different forms of amusement make it yearly a harder matter for the board of a fair to make the event attractive and at the same time a paying proposition. The old time exhibits of live stock and dairy produce, eked out by some horse racing and athletic features, are far from sufficient to recompense the modern farmer for his visit to the fair grounds. We, therefore, must bring forward first class racing features with expensive prize lists; costly prizes for live stock and other exhibits, and, most important of all, death-daring flying acts, balloon and parachute artists, vaudeville and acrobatic features, performing dogs and bears, auto races and auto polo; pyrotechnic displays where thousands of dollars are burned up in a flare of colored lights, etc., etc. Letting it be granted that all these things are absolutely essential for the success of one of our modern Western fairs, it behoves the ordinary individual to be chary of his criticism of any of our large Western fairs. Even big concessions do not cover the enor-

mous expenditure necessary, and the only solution is that such fairs be absolutely discontinued, when, we doubt not that the kickers against great expenditure would raise their voices with one accord in criticism of the lack of progress in their community.

For Personal Interrogation

Have I found a way to cut expenses?

Have I cleaned up any of the old stickers?

Have I used enough leaders?

Have I seen that the store is kept clean and in order?

Have I marked all the new—and old—goods in plain figures?

Have I done anything to get new people into the store?

Have I given my advertising and show windows proper attention?

Have I overstocked on any article?

Have I really placed my orders where price and quality are best?

Have I explained the talking points of the goods to the salespeople?

Have I dealt squarely with them?

Have I been pleasant to everyone to-day?

Have I made plans for a better day to-morrow?

Am I a better merchant—and a better man—than I was yesterday?

Vehicle Store Costs

In a recent issue of System Magazine a series of tables were shown giving the average costs of retailers in various lines—both in percentage and actual figures. This publication says: "To stop guessing is the first step on the way to reduce the cost of doing business, and the second is to compare your costs with standards.

Here then is where it is essential for the retailer to know (1) what his costs actually are. (2) What is the average cost of other merchants in his line. Thereafter, by comparison, he is in a position to compare his condition with the standard and find out his measure of efficiency, says Burroughs System Service Bulletin.

In the investigation carried out by System, the following specific instances are tabulated regarding the retail vehicle business.

Vehicle Store No. 1

Here is the percentage pointed by the investigation as the average cost of doing a vehicle and implement business in the United States. Note (1) that

this cost is second above the lowest fixed—the average for mail order houses (15.02 per cent); (2) that salaries are proportionately high because sales are not large enough, individually, to counterbalance their infrequency.

Rent	2.12%
Salaries	9.41%
Advertising	1.22%
Heat and Light	.51%
Delivery	1.06%
Supplies	.42%
Insurance and Taxes	1.04%
General Expenses	.71%
Depreciation and Shrinkage	.62%
Bad Debts	.33%

Total Percentage of Expenses to Sales 17.44%

Vehicle Store No. 2

These figures are from the books of an average vehicle business, selling \$57,600 worth of implements and vehicles in an eastern city of 33,000 population.

By a little figuring and calculating from the records of his own business any dealer may find his cost of doing business. The figures of this firm were:

Rent	\$1,094.63 or	1.9%
Salaries	5,818.81 or	10.1%
Advertising	633.73 or	1.1%
Heat and Light	345.67 or	.6%
Delivery	518.51 or	.9%
Supplies	230.45 or	.4%
Insurance and Taxes	460.90 or	.8%
General Expenses	230.45 or	.4%
Depreciation and Shrinkage	403.28 or	.7%
Bad Debts	115.22 or	.2%

Total Expense \$9,851.65 or 17.1%

Premiums for Dry Farming Congress

Premiums aggregating more than \$3,500 in value are only part of the good things to be offered in competition at the forthcoming International Soil-Products Exposition, Wichita, October 7-17, to be held in connection with the Ninth International Dry-Farming Congress.

One of the finest offerings in this array of premiums is that of the International Harvester Co. of America, which will furnish in either wheat, corn, or oats competition, probably one of the two first-named, an International 6-horse power portable oil engine, complete, at a value of about \$300. The International Company is one of the steady donors at the International Dry-Farming Congress expositions, as held annually.

John Deere Company and allied houses offer premiums of the value of \$375; including a 6-foot harrow, a 70 bushel lowdown spreader, a 16-inch sulky with quick detachable shares, and a 6-foot corn binder with tongue truck.

Rumely Products Company which last year gave a splendid offering at the Eighth Inter-

national Dry-Farming Congress exposition at Tulsa, comes in again, this time with a 3-horse power portable kerosene engine, value of \$200.

The Molinè Plow Company of Moline, Illinois, offers a heavy deep furrow sulky plow, of a value of \$65.

The Parlin & Orendorff Company of Canton, Illinois, offers one 24-wheel subsurface packer, at a value of \$75, the class of competition to be agreed upon later.

W. R. Motherwell, Regina, minister of agriculture for Saskatchewan, president last year of the International Dry-Farming Congress, is offering, on behalf of his department, a silver trophy, valued at about \$50, for the best display made by a commercial or agricultural organization in his province.

Service and Engine Sales

A dealer's best argument in selling an engine to a user is based on its profit, and the dealer who makes it plain to the buyer that there is no profit in the engine for himself or his company unless that self same engine pays a profit to his customer, is "saying something."

If the buyer loses time with this engine, it's a loss to him. It reacts on the dealer and on the maker and results in loss. The dealer then is bound by the inexorable law of profit and loss to be a benefit both ways, and in doing so is paid for service, is paid for doing good, and he must do it or stand a loss. Whether he does wrong knowingly or unknowingly, the result is the same, and he is and should be blamed.

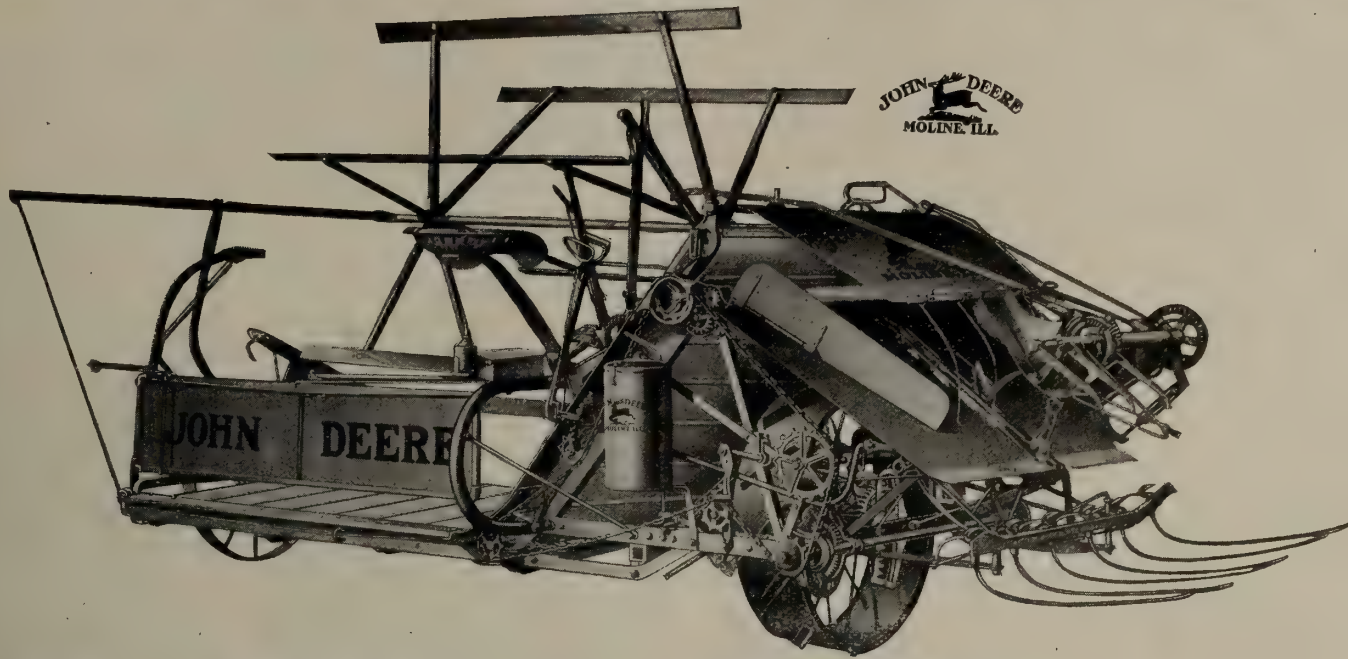
In service lies the dealer's opportunity for profit. But does service consist of taking your customer out in the warehouse and digging down under old rubbish or a few chunks of old iron and produce an engine covered with dust and cobwebs, and offer it for sale? If the salesman who succeeded in selling you a line of his goods had tried that plan on you, would he have gotten your order? When you visit the factory whose engine you sell, does the manager show you the place where the engines are stored that are shipped back on account of defects?

—"Gas Engine" Jones.

The definition of "because" as used by women would fill a dictionary.

From patient labor the talented are not exempt; for the more one hath the more is demanded of him.

JOHN DEERE



The Binder for the Harvest of 1914, and many years after

Binders are used at a critical season of the year. With ripe grain and favorable weather one second of time must not be lost.

A Binder should be substantial in construction. A break down may result in a serious loss. The working parts should be designed and assembled, so that friction is reduced to the minimum and no power wasted. These qualities are embodied in the John Deere Binder. It is a strong, powerful cutter, and handles the grain properly after it is cut; also light in draft and dependable under the most trying conditions.

READ WHAT THE USERS SAY:

Otterburne, Man.
John Deere Plow Co., Ltd.,
Winnipeg, Manitoba, Canada.

Gentlemen.—The 8-foot John Deere Binder I purchased from your agent, A. Genest, has cut about 140 acres, and I can say it is the best binder I ever had anything to do with, and I have run all makes. I have a 6-foot binder of another make, and it could not go through without clogging up, where the John Deere binder never stopped.

It is much lighter draft and will handle down and tangled grain better than any binder I ever saw, and as for tying, it cannot be beat. It certainly is going to be a winner with farmers, as I started the machine myself, and it has never needed any adjustment. Yours very truly,

T. H. JOUBERT.

Construction the Very Best

The best materials are used. Finish of the bearing surfaces, both bushings and journals, provides for long continued use with minimum wear.

Main drive chain is heavier and stronger than what is used on other binders and is automatically kept tight when machine is raised or lowered.

Veteran, Alberta.
John Deere Plow Co., of Calgary, Ltd.,
Calgary, Alberta, Canada.

Gentlemen.—I purchased one of your 8-foot binders this season through Robertson & Snider, at Veteran, and have cut 130 acres to date.

The machine runs very light and is doing satisfactory work and shows practically no wear. Ties perfect bundles and has never missed a sheaf.

Yours truly,

J. H. N. DUTTON.

P.S.—Have used most other makes and find the John Deere the most satisfactory of all.

What make of Binder will the above three farmers recommend their neighbors to buy—None other than a

JOHN DEERE

Every one of your customers to whom you sell a John Deere Binder will do the same—Recommend it to their neighbors. They will send business your way.

Every John Deere Binder you sell will bring you more business.

Esterhazy, Sask.
John Deere Plow Co., of Saskatoon, Ltd.,
Saskatoon, Saskatchewan, Canada.

Gentlemen.—I have been running binders for twenty-five years and bought one of your binders this year from Minninnick & Renuart Company, and have got one that suits me at last. It draws easier, saving one horse at least, and makes a job which no machine can beat.

If any of my farmer friends don't believe this, they can come and see the work I have done with the John Deere Binder this season, which I can safely recommend to them as a perfect machine.

Yours truly,
LOUIS GONCZY,
Kaposvar, Saskatchewan.

Light in Draft and easy for Driver and Team

The drive wheel is steel. Higher and wider than on most binders. Grain wheel is also larger and wider than ordinary, reducing the draft.

The John Deere Binder does better work under the most trying conditions with less energy on the part of the horses and driver than any other machine.

We have a Beautiful Booklet illustrating in detail the John Deere Binder—mailed on request

John Deere Plow Co., Limited

Winnipeg Regina Saskatoon Calgary Lethbridge Edmonton

For the Modern Retailer

The following ten Commandments from the Gimlet are well worth reproduction:

1. Thou shalt keep a want list.
2. Thou shalt not prevaricate about prices.
3. Thou shalt not waste unnecessarily a salesman's time.
4. Thou shalt not buy from every Tom, Dick and Harry. Many accounts make much work and few strong friends.
5. Thou shalt not mix thy brands. Select a good line and stick to it.
6. Thou shalt use thy catalogs, and take many special orders.
7. Thou shalt change thy show windows and attract much trade.
8. Thou shalt advertise, so people will know thou art on earth.
9. Thou shouldst cultivate salesmanship, which is the gentle art of selling goods pleasingly.
10. Thou must not try to do all the work thyself. Remember, to train clerks well is the work of the greatest merchant.

Brilliant Fair for Brandon

The Inter-Provincial Fair, to be held at Brandon, from July 20 to 25, promises this year to eclipse all former fairs held in that city. The annual display of live stock will this year be larger than ever before, while the poultry section will be an immense exhibit in itself. Every retail implement dealer knows that the annual display of farm implements and machinery at Brandon is second to none, and this year it promises to be a magnificent display.

The attractions supplied by the management will be of a high

grade of excellence. Aviation exhibitions, vaudeville, pyrotechnic displays, etc., will be a continuous attraction, while lovers of horse-racing will see a galaxy of speed horses compete on a track that is one of the best in Canada. The exhibits by the Dominion Experimental Farm and the Dominion Forestry Department promise to be great features at the Fair. This year the entire exhibition grounds are resplendent with foliage, while new drive ways have been carefully graded and gravelled throughout the grounds. The car service from the city will be practically perfect. The boulevards are a sight worth seeing since all the improvements have been made. This year the cattle ring has been raised from a foot to eighteen inches, ensuring an excellent surface for the stock display. All railroads give reduced rates to the Inter-Provincial Fair, and every implement dealer should take advantage of this to visit an event that promises to be unique in the annals of Western exhibitions. Manager Smale is to be complimented in his efforts to make the Fair a memorable one.

The Buyers Guide—1914

We recently received from the publishers, Farm Implements News Co., Chicago, the 1914 edition of the Buyers Guide. This book, which is a valuable asset to any dealer, is a complete directory of goods commonly sold by implement retailers. It gives the names and addresses of about 1,500 manufacturers, separate lists with addresses of the makers

of goods of each class, and the distinctive name of each machine. Practically everything in the implement line now manufactured is listed in the Buyer's Guide.

Numerous changes have been made from the 1913 edition and the publication made thoroughly up-to-date. It can be obtained from the Farm Implement News Co., 701 Masonic Temple, Chicago, Ill.

A Hint for Your Community

An editor of a weekly newspaper in a small town in the southern states, who certainly is the right type of man for building prosperity in any small town, published the following little sermon to his reading public. If your local lights are too apt to send money away from home cut out the pars and ask the local editor to insert them in good, heavy type. Here they are:

Mr. Farmer!

Have you any interest in this community in which you live? Does the town which furnishes you a market place mean anything to you?

When you send your dollars to the mail order man in the city do you ever stop to think what he does not do for you, and what the merchants of this town do for this community?

The man you are sending your dollars to does not pay taxes in this county. He does not help to build the roads, or support the county government. He does nothing that will make your acres of more value.

Why not keep the dollars at home where they will help you?

The community needs your help, and you can help best by spending your dollars with the people who assist you in making a better community in which to live.

Why build roads for the mail order magnate's automobile when you can build them for yourself?

Will you think it over?

Every man has some good habits that are never found out.

Order and Disorder

What impression can it have on a customer to enter an implement dealer's place of business where everything is a jumbled mass, repairs, etc., tucked away anyhow, anywhere. Some one comes in to ask for something. The clerk or proprietor, when some one comes in and asks for something, starts rummaging for fifteen or twenty minutes before he finds what the customer wants, and when he gets the article it looks as though it had been used in the ark. Truly a fine advertisement! It takes more value in time to find the article than the profit amounts to. Possibly the time of the customer is worth something, and if not his patience is. Consider as a contrast a store I have stood in, located in South Dakota.

There hung a couple of nicely painted boards, about 18 inches wide by 5 feet long, that hung suspended from hooks in the wall by small chains. Holes had been made in the boards and spikes had been inserted into the holes from the back. These boards had been divided into space of proper size to accommodate various catalogues, folders and booklets. Holes had been neatly punched in the catalogues, etc., and then they had been hung on the spikes. A few—not to exceed a dozen of each—were right where they belonged and could be gotten immediately. That firm deserved a patent for this advice and the everlasting gratitude of the implement trade.

I would be ashamed to have a customer walk into my place of business, ask for a catalogue, and then keep him waiting five or ten minutes while I rummaged under counters or the Lord knows where not, only to be rewarded by being handed a dirty, filthy piece of advertising matter. I wouldn't blame him if he threw it in my face.—E. S. Ralph.

Ever notice that a trolley car always makes the best time when you are running to catch it.

The Inter-Provincial Fair BRANDON, MAN.

JULY 20th to 24th, 1914

The Exhibition that always pleases. Growing bigger every year. It's the great Agricultural and Live Stock Exhibition of the West. A premium won at Brandon counts for something.

\$50,000.00 IN PREMIUMS AND PURSES \$50,000.00

Take a day off—two days—a week. Come and see the greatest Live Stock Exhibition in Canada—the best Horse Racing—the best attractions on the continent, clean, clever and amusing.

Dominion Experimental Farm Exhibit.
Dominion Live Stock Department Exhibit.
Dominion Forestry Exhibit.
British Columbia Government Exhibit.
Manitoba Municipalities Exhibit.

GRAND FIREWORKS DISPLAY AVIATION FLIGHTS WATER CARNIVAL
SPEED PROGRAM FIVE RACES EACH DAY

Excursions and Single Fare Rates from your district. Single Fare Rates good going from July 18 to 24—return limit, July 28th.

ENTRIES CLOSE JULY 11th WRITE FOR PRIZE LIST

J. S. Gibson
President

Wm. Nichol
Vice-President

W. I. Smale
Secretary



Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order
Brandon Pump & Windmill Works

Brandon Man.



The Cost of Not Knowing How

By Frank Farrington

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The cost of not knowing how to run your business results in failure sooner or later. The length of time you can operate a store and avoid outright failure without "know how" is dependent upon the size of your capital. The result is bound to be the same in the end; the man who does not know how will come to financial grief.

Every little bit of added business information postpones the time of failure, and when this accumulated information amounts to a considerable knowledge of the business of storekeeping, it will produce success instead of failure.

The credit manager of a large Chicago wholesale house, in a recent issue of "System," attributes 24 per cent of failures to incompetence. He might as well have said "ignorance." To unwise credits, excessive expenses, poor location and too rapid expansion he further attributes 11.6 per cent. These latter faults are but varied phases of ignorance; 35.6 per cent of mercantile failures then are caused by not "knowing how," by starting out to practice

a profession before learning its rudiments.

We all think that running a store is easy enough for a man who has plenty of capital. When we have failed at this, that or the other occupation, if we can scrape up money enough for a start, we open a retail store and expect to succeed in running it. It looks like a simple thing to buy so many dollars' worth of goods for so much, to sell them for so much and have so much profit left. It is not as simple as it looks. I'll leave it to anybody who has tried it—especially in the implement business.

A man ought to know something about the business he is going into before going. You can begin at the bottom by working in a store but when you open a store of your own, you are, in a way, at the top and unless you have already learned the business on somebody else's premises, you will probably end by being one of the 35.6 per cent! About the only business where a man accomplishes what he set out to accomplish by beginning at the top is grave-digging, and beginning at

the top in storekeeping is likely to prove to be one form of grave-digging. And it's wonderful how many grave-diggers exist outside of the cemeteries of Canada.

Of course we all begin business life without knowing how. There is really no disgrace in the ignorance of the beginner. The disgrace lies wholly in remaining ignorant.

There is no excuse for anybody in the store, from errand boy up, remaining ignorant of any point connected with his work. When a man does not learn something every day about doing business better, about developing greater efficiency, it is simply because he will not, not because he cannot!

The man who does not constantly learn something to improve his capacity is not going ahead, and of course the man who does not go ahead must go back, in effect at least, since to stand still while others are moving on is the same as going back. We are not lobsters—they can walk ahead backwards.

It is all very well for me to write a general condemnation of the ignorance of business people, but it would be to little purpose unless I were to suggest a way to correct that ignorance.

The way to overcome ignorance is simple enough. It is merely to learn every day from

that day's experiences and to think over at night what you have learned so that it will stay in your mind.

And what you cannot learn through experience, and after all experience is a very slow teacher, you can and must learn through business literature. In any kind of work other than retailing people have to study books and periodicals to learn how to work properly. In storekeeping we think it is so easy that it isn't necessary to study at all. If the figures usually given by the commercial agencies are correct, it is not easy and there is some reason for failure. The writer quoted above gives the reason as **ignorance** in 35.6 per cent of the cases.

Now, you are not a failure; you are on your way to success and working hard to get there. You are not ignorant and perhaps you have felt a little aggrieved that I have been casting so much of this reference to ignorance in your direction. I do not mean anything personal. Some of the finest men I have ever known have been utter failures in business because of utter ignorance of business, educated though they were in other directions. A knowledge of Greek will not make a man an expert at selling gang plows.

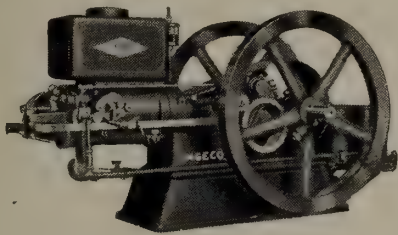
And then, in a way, this busi-

Forewarned is Forearmed

The Demand for Oil Engines is at hand—Be Ready!
Implement Dealers—Are you Ready?

We saw it coming months ago. With our ears to the ground and alert to the needs of the future, we have not been idle. We heard the rumble afar, we planned to be ready when the demand came. Furthermore we wanted to make sure that when we offered you oil engines they would represent the very best—the simplest, safest, surest-to-run and easiest-to-sell oil engines on the market. Here they are!

The
"INGECO"
Throttling
Governor
Kerosene
Engine



For Farm,
Factory,
Foundry, Shop
and Mill,
from 1½ H.P.
to 7,000 H.P.

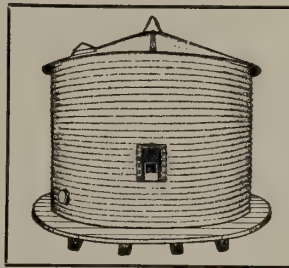
The time is ripe to introduce oil engines into your neighborhood—engines you can recommend and stake your reputation on—the kind that will help you to more business and more sales because they make good. That means "INGECO" ENGINES—handled by an institution that is not only financially solid, but enterprising enough to take an interest in helping you to make sales—giving you the kind of co-operation that really means something in finding prospects and landing the orders. By our extended mailing campaign we purpose to put our literature in the hands of every one in these Western Provinces who might want our lines. Do you want to share in the resultant business?

We are now ready to consider agencies for the "Ingeco" line of oil engines, and are prepared to make arrangements with live dealers. We guarantee consumption of kerosene with "INGECO" ENGINES not to exceed in quantity what it takes of gasoline to operate a gasoline engine—think of the saving in dollars in one year—in many cases the price of the engine. Why not secure our contract now while you have the opportunity?

Write us for literature and ask about our special introductory offer.

Burrige-Cooper Co., Ltd. WINNIPEG and REGINA

Address Winnipeg Office for contracts.



Implement Dealers

Who want to handle a proved

PORTABLE GRANARY

Should see ours and get our
Special Proposition

THIS is not a product that has only been on the market a few days, it was the first in the field and has been proved by the actual use of thousands of them on the farms of Western Canada.

OUR PROPOSITION

Our proposition enables you to give your customer terms that just suit the requirements of the Western Canadian farmer and to make a good profit for yourself.

This is the season to begin your campaign.

Write at once and secure the territory. We will help you to work up the sales.

Winnipeg Ceiling & Roofing Co., Ltd.

Manufacturers of Metal Shingles, Sidings
and Corrugated Sheets

WINNIPEG

P.O. Box 2186 G

MAN.

ness ignorance is only comparative and we all possess some of it. The wisest of us does not know it all and must to the end be still ignorant of much that it would profit him to know. **As a rule it is the man who has learned most who realizes best just how ignorant he is.**

In my estimation there is no better way for the boy or the man who is beginning in business, or who is already a success, to grow mentally, to decrease his percentage of ignorance, to increase his ability, than by reading and studying the trade papers and business magazines.

The editor of this paper has not told me to say this. Editors are altogether too modest, in spite of the fact that such is not generally considered the case. They hesitate to come right out and tell their readers that they can better their business ability by reading the paper. I have no such hesitancy. Trade papers such as Canadian Farm Implements are my magazines. They are my daily diet and I know that any business man who will study those applicable to his business will increase in knowledge of his work so fast that he himself will be surprised.

I have talked with scores of dealers in different commodities and I have received letters from hundreds who admit that much of their success has been due to a careful study of trade papers, both reading and advertising pages. I have letters from merchants who have admitted that a single good idea in an issue of a trade journal has brought them back from the verge of failure, turning the tide of their business.

When I have felt the need of adding new lines of goods, the trade papers have always enabled me to get what I wanted. When a competitor has crowded me too close for comfort I have always been able to find something in a trade paper that would enable me to forge ahead so he could see my dust. When I have found my expenses running too high, or when I have wanted to know whether my advertising was of the right kind or not, again I could always go to the trade paper editor with a letter and find out what was what. **I don't want any better silent partner than a good trade paper.**

Of course every merchant gets at least one trade paper but he ought to spend at least ten dollars a year for that kind of liter-

ature and for books about business.

If the retail merchants of this country would start in right now and spend, each one of them, ten dollars a year for trade literature, in five years that 35.6 per cent due to incompetence or ignorance would drop to—well, it would become a negligible factor. This is assuming that the business literature be read and studied, not merely allowed to lie on the desk with the expectation that information can be absorbed from it by tilting back in a chair and looking at the covers through a haze of tobacco smoke.

Ignorance of the law excuses no man and ignorance of business principles and methods ought to excuse no man for business failure. In other words, there is no excuse for ignorance, absolute or comparative. You and I have every opportunity to learn. If we learn we increase our likelihood of succeeding by that 35.6 per cent. We eliminate a third of the chances of failure.

In addition to eliminating the chances of ignorance causing his failure, the man who studies gets the causes of failure. He will, for instance, eliminate a portion of the chance of a failure caused by fire, for the reason that his trade paper will teach him how to protect himself to such an extent that a fire cannot wipe him off the business map. It will help him to avoid extinction by flood by advising him in the choice of a location where he will not be within a flood radius. It will remind him of the possibility of a system of petty thievery sapping his profits. It will even prolong his business years and increase his physical efficiency by showing him how fast a man may go down hill through too close application to work with no external interests or recreations.

It may seem to you that I place too much reliance on the ability and the powers of the trade press. If such seems to be the case it is because you have not had my opportunities to see what trade papers will do for a business man. The limit to their possibilities as silent partners is only the limit of the man's willingness to be helped. It is the reader and not the paper that places the limit. Do you get that?

The trade paper is awaiting op-

portunity for the young man who is getting ready to start in business for himself, and for the older and more experienced man who wants to develop more business and make a bigger success of his store and of himself. It serves both youth and age!

Don't take my word for the value of the trade paper, but go out and talk to the really successful business men in your town about it. Find out how they regard it as a help. Then come back and get the copies that lie on your desk unread; take them home and read them, and think about what you are reading. You will get a new light on your business in a few hours, and you will be brighter, better, more efficient and infinitely nearer success as a retail implement dealer.

A Mammoth Machinery Shipment

Two solid trains of more than 100 cars of Advance, Gaar-Scott and Rumely separators, Rumely, Advance and Gaar-Scott steamers and OilPull, GasPull and Tiger-Pull tractors were shipped to Dallas and Wichita last month.

The trains were assembled in Chicago. The factories of the Rumely Company at La Porte, Indiana; Richmond, Indiana; Battle Creek, Michigan; and Stillwater, Minnesota; all contributed their share. The average value of the machinery on each car was about \$3,000 and as there were more than 100 cars in all, \$300,000 is a conservative estimate of the worth of the shipment.

Both trains were gaily decorated. Along the sides of the cars were placed big black and gold signs showing the names of men to whom the machines had been sold. These signs were probably the most distinctive feature of the trains and they attracted a lot of attention along the way. Near Princeton, Illinois, two men of the genus "Harvest Hobo" were seen industriously writing down the names and addresses, and when asked about it they said they were about to send postal cards to the people asking for work in the harvest fields.

The Dallas train was in charge of J. B. Benson, Advertising Manager, and W. T. Tallant, Traffic

(Continued on page 26)

More Money for Implement Dealers

It is an easy thing to sell Hail and Fire Insurance to Farmers.

They have to have it.

Our contract is most liberal. Write to-day for particulars.

The Canada Hail Insurance Company

AND

The London Mutual Fire Insurance Company

are well known for prompt settlements and fair adjustments.

Every farmer in your territory is a prospect and our advertising makes it easy for you to close policies.

Matthews, Wrightson & Co. (Canada),

GENERAL AGENTS LIMITED

720 Union Bank Building, Winnipeg, Manitoba



One of the Trains that carried more than 100 Cars of Rumely, Advance and Gaar-Scott Threshing Machinery to the Southwestern States.



Business *IS* Good

BUMPER crops and Rumely quality make business good for Rumely dealers. Two big trains—over \$300,000 worth of Rumely, Advance and Gaar-Scott machines, one for Dallas and one for Wichita, were shipped on May 14th and 15th. The illustration above shows the Dallas train. The machines on the train in the lower picture were sold and distributed by dealers in the Wichita territory.

The machines on these trains were *all sold*, not stock shipments. Big black and gold signs on all outfits gave the names of purchasers. The two trains formed the largest shipment of *sold* machines ever made, and this is just the start. More trains for the Southwest will follow. Big shipments will soon go to every part of the United States and Canada. Business *is* good with Rumely dealers everywhere.

With prospects of the largest crop ever harvested, farmers are buying strong and Rumely dealers are getting the business. Back of every Rumely, Advance and Gaar-Scott machine is a long record of satisfactory service. That this is a powerful business-getting force is plainly demonstrated by the big train loads which Rumely dealers are selling.

Business is surely good for every dealer who is getting his share. Line up for prosperity. Let the Rumely man tell you about Rumely Lines, our dealer's proposition and why our dealers are selling so many Rumely, Advance and Gaar-Scott machines.

RUMELY LINES *of* POWER-FARMING MACHINERY

Kerosene Tractors
Gasoline Tractors
Steam Tractors
Kerosene Engines
Gasoline Engines
Steam Engines

Road Machines
Grain Separators
Rice Separators
Feed Mills
Grain Graders
Saw Mills

Saw Rigs
Power Pumps
Power Hoists
Grain Elevators
Fuel Tanks
Clover Hullers

Electric Light
Plants
Alfalfa Hullers
Baling Presses
Husker-Shredders

Engine Gang Plows
Traction Disc Plows
Silage Cutters
Cream Separators
Corn Shellers

RUMELY PRODUCTS COMPANY

INCORPORATED

Power-Farming Machinery

CHICAGO

AD 978

ILLINOIS



(Continued from page 24)

Manager of the Rumely Company. The Wichita train was in charge of L. J. Cuniff, Assistant Advertising Manager and L. F. Prince, Assistant Traffic Manager.

The shipment was unique because all of the outfits were sold before the trains started, as well as because of its size. All the machines on the two big trains will soon be at work turning the golden grain into golden dollars for the farmers of the Southwest. It would probably be hard to figure, but at the same time it is interesting to think of the number of acres of ground that will be plowed, and the number of bushels of grain that will be threshed by the machines that made up this shipment. These machines will not only help take care of the 1914 crops, but they will be doing good work in the Southwest for years to come.

Many other big shipments of machinery will be required before the 1914 crops are harvested. Other shipments of Rumely Machines for the Southwest will follow, and other sections of the United States and Canada are demanding shipments equally large.

A Two-wheeled Gyroscopic Automobile

A Russian lawyer, in London, England, has invented a monocar or gyrocar, the principle of the gyroscope being applied to an ordinary auto chassis. The success of the invention has occasioned a wide interest among engineers. The gyroscope consists of a heavy flywheel rotating on bearings within another wheel placed about midway in the length of the chassis. The car was recently tested through crowded London streets. Its mechanical performance and control were perfect. At all events it must represent a saving in tires — that "bete-noir" of every autoist.

Responsibility and Results

The really "big" man, the successful executive and administrator, parcels out the work to his assistants, gives them supremacy in their respective fields and backs them up. When they succeed he publicly gives them the credit for their work, literally advertising them and their capabilities. When he praises the deserving assistant he shows, perhaps unconsciously, but none the less effectively, his own sagacity and ability and also his caliber.

The Binder Engine at Work

A farmer of Richland County, Ill., recently sent a letter to the Farmer's Review in which he fairly fell over himself over the binder engine—and rightly. He said:

"I have been using a little engine on my 7-foot binder and I have found it no experiment, but a saving of the work of one team through harvest. It not only saves the team, but it does the work better. If the grain is very heavy or very light the advantage is equally great. In case of light grain, I slow the binder without slowing team, and when the grain is heavy I speed it up, without having to speed up the team. Some have asked me, what the result would be if I had a lazy horse that would jump and run ahead when hit with the whip? Simply this: The throttle governor opens up and your engine jumps ahead just as quick as the horse does and it slows down when the horse does. Yet it does not run too fast; it simply gives itself enough power to do the work and no more.

"I have never used quite three gallons of gasoline in one day and I've done some heavy tangled cutting. The engine will scarcely burn three gallons per day when run at its utmost capacity, unless

it is getting too much gasoline, and then it does not do so well.

"To say that it saves one team is not enough. I have found that two horses will do more work than four will without the engine and do it better, especially if the ground is soft."

This is only the opinion of one man; there are many farmers in the same frame of mind. The sale of the Cushman binder engine is a thing that no dealer can afford to overlook—and he should get busy now.

Implement Blue Book

The 1914 Implement Blue Book has just come to hand and its 560 pages are replete with trade names, etc., which should be of the greatest reference value to every retail dealer. Under separate headings will be found every farm implement, machine, farm tool, vehicle, engine, tractor, etc., made in the United States. An appendix gives the branch houses, jobbing houses and transfer houses in the U. S. and Canada, together with full lines of the goods each handles, jobs or transfers, also where repair parts can be quickly obtained. The 1914 Blue Book is of a higher standard of excellence than ever and is a credit to its publishers, the Midland Publishing Co., Midland Bldg., St. Louis. It is presented free to yearly subscribers to Farm Machinery-Farm Power, a trade journal published by the above company.

The Functions of the Trade Journal

In the United States alone there are over 700 trade papers published. It is difficult to estimate the amount of good that these papers have done for the various industries they so ably represent, and each must be regarded as an authority in its chosen field. They have been the

means of extending trade, pushing business along new lines and of beating new trails in advance of salesmen in their search for fresh fields of activity for the firms who use their advertising space.

They make their appeal to every industry. Two hundred and forty-one of these journals in the United States, representing 75 trades, have a total investment of \$35,000,000. They have 5,900 employees, who are paid \$12,272,000 annually, and the estimated expenditures of the papers total not less than \$15,000,000 a year.

While the newspaper is relied upon to give the general news of the day, the trade paper gives the news of a particular industry or profession, and is usually an authority on the subjects with which it deals.

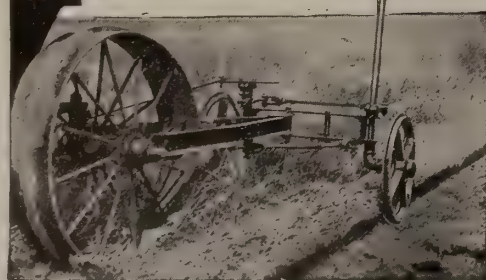
The Round Peg and Square Hole

A dealer in Fair Grove, Missouri, tells the following story of a type of customer frequently met with:

"A few weeks ago I had a customer call for a stove pipe that was bigger on one end. I gave him a 6-7 pipe. He lived five or six miles in the country. Late in the evening I saw this same customer drive up with the stove pipe and stove in the wagon. It was a very cold day and was sleeting. I went out to see what his troubles were. He said, 'This blamed thing will not fit; the pipe is round and the hole in the stove is not.' I picked up the pipe and pressed it into shape and the fit was perfect. The man looked disgusted, turned around and said, 'Did I have to drive six miles to find out I was a blamed fool?'"

Not only the lowest, but the highest types of men must keep steadily at their work in order to do it well, then better and best.

Sell the Power Farmer the
CUDDY Self-Steering Device



Satisfactory Time and Labor Saver for any Tractor.

Cushman Binder Engines and Cuddy Self-Steering Devices are READY SELLERS FOR YOU?

Light Weight, High Power Gas Engines. Better and Different

Built in Sizes 4 to 20 H. P.

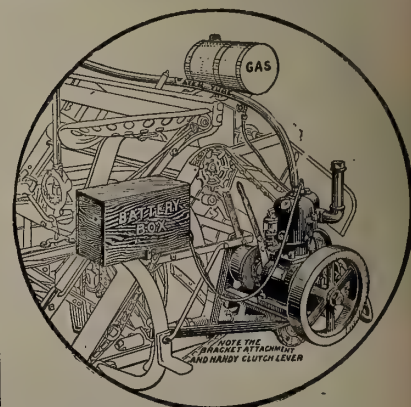
The One Practical Binder Engine

Saves a team at Harvest Time and can be used for all purpose work the year around.

GET CATALOG AND DEALER'S CONTRACT

Cushman Motor Works of Canada, Ltd.
289 PRINCESS STREET, WINNIPEG.

THE "CUSHMAN" on a GRAIN BINDER



4-Horse Power Cushman Binder Engine. Weight 167 lbs. Fits any Binder.

W. D. Wiman Dies

Col. William Dwight Wiman, director of Deere & Co., died at Overlook, the family home in Moline, June 2, after an illness of six months' duration. He was born in Toronto, Canada, May 14, 1860.

Col. Wiman was married in 1890 to Anna Deere, daughter of Charles H. Deere, the plow manufacturer, his wife dying in 1906. He is survived by two sons, a brother and a sister. The deceased graduated from Lehigh University in 1885. After graduation he became associated with the General Electric Co. as an electrical engineer. After his marriage he moved to Moline and for several years was general manager of the Union Malleable Iron Works.

He had a wide acquaintance and was especially well known among implement men. He had travelled extensively and was always greatly interested in all experimental field work carried on in the development of John Deere implements.

A Bog Cutting Machine

Two men in Beloit, Wis., have perfected a bog cutting machine, which has proven a great success in boggy patches of ground in hay land. The names of the inventors are F. F. Johnson and E. H. Greenberg. The device is to be used in cutting up into small pieces all bog and swampy land, and it is claimed that on land so treated farmers are now raising good hay where formerly nothing but bog grass grew.

The machine consists of a large number of knives set into the frame at an angle which cuts the boggy land into shreds and breaks up the roots of the heavy bog grass. The ground is then sown with seed and the following year hay can be raised on the formerly useless land.

Emerson-Brantingham Move Plant

The Emerson-Brantingham Co. will in future operate its seeder factory as part of the plant at the company's headquarters, Rockford, Ill. In the past the seeders have been made at Marion, Ind.,

'98. Anyhow it has a good effective sign, and the resident manager is right there at the front door waiting to transact "all kinds of banking business." From the rather fragile nature of the edifice we assume that the funds of the branch were not left in the bank overnight, as no safe-



The First Bank to Locate at Shaunavon, Sask.

but the plant at that point ceased operations at the end of June, the machinery being moved to Rockford. The plant at Marion employed about 100 men, which number will be added to under the new arrangement.

A Bank that is not Palatial

We usually associate a bank with a lofty ceiling, marble floors, massive pillars and an entire look of stolid and solid respectability. But banks are not all of this variety as can be seen by a view of the first bank located at Shaunavon, Saskatchewan, a new township in the southwest of that province.

This branch of the Canadian Bank of Commerce parallels some of the rough and ready "shack" banks that sprang into being during the rush to the Klondike in

Dog-Power Plowing

A correspondent of an engineering journal was waiting a steamer at Eagle, in Alaska, when he was attracted by loud howlings in many different keys, interspersed by fluent oaths and curses. On investigating the cause of the uproar he found a prospector-farmer who was trying to plow a small field with a team of five big, shaggy "huskies." It was at midsummer and the poor brutes, with swollen tongues hanging out were, under the hot sun, gamely trying to move the plow by short irregular jerks. Every few minutes they threw themselves down exhausted, when this northern agriculturist would assail them with a whip, boots and curses simultaneously. "It may have been picturesque plowing," said the engineer, "but it was terribly ineffective."

The Twin Discontents

There's two kinds of discontent in this world: The discontent that works, and the discontent that wrings its hands. The first gets what it wants, and the second loses what it has. There's no cure for the first but success; and there's no cure at all for the second.

**BIND CUSTOMERS
TO YOUR STORE
WITH THIS TWINE!**

BRANTFORD

BINDER TWINE

FOUR LENGTHS AND BRANDS

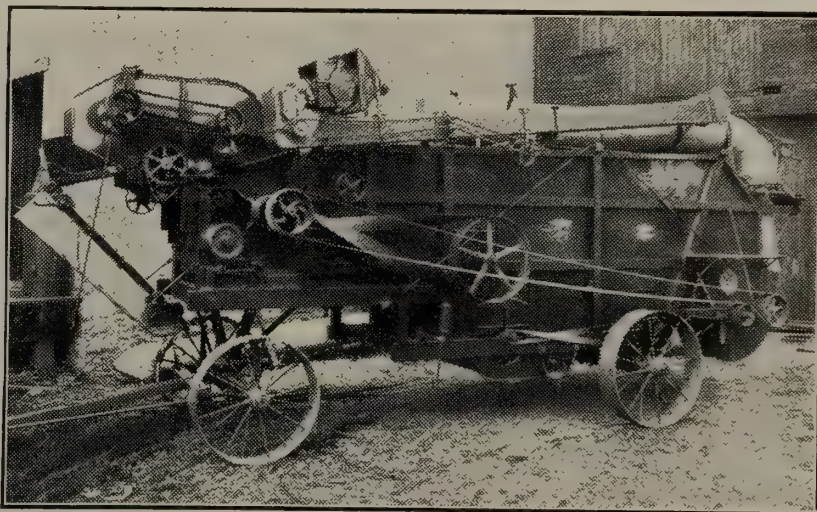
"Gilt Edge" 650 feet. "Gold Leaf" 600 feet.
"Silver Leaf" 550 feet. "Maple Leaf" 500 feet.

**"THE TWINE THAT
MAKES THE TIE
THAT HOLDS."**

Address inquiries to John E. Firth, 35 Home St., Winnipeg, Representative for Manitoba and Saskatchewan.
The Cockshutt Plow Co., Ltd., Calgary, Representative for Alberta and British Columbia.

The Brantford Cordage Co., Ltd., Brantford, Ont.

Dependable quality and honest value are sure to win every time, and you not only win new customers but hold their trade securely by selling the faultless

"Made in Canada"

THE CLIMAX IN THRESHING MACHINERY THE FAMOUS "DECKER" LINE

Engines in sizes 16, 20 and 25 H.P. Constructed for heavy work. Boilers command highest pressure allowable. Fitted with the famous Decker valve gear.

SEPARATORS, 24-46; 28-50; 32-54 and 36-60

Surpassing all others for fast and clean work. Guaranteed to be the easiest driven machine on the market.

WRITE FOR CATALOGUE TODAY

Macdonald Thresher Co., Ltd.

P.O. Box 1296, Winnipeg, Man.

Factory at Stratford, Ontario, Canada.

Building Engine Sales

Have you ever met the dealer who says, "It's no good talking engine, there ain't a man in the whole district who wants one." There's a whole raft of dealers like that, and then the jobber gets infected, and says, "It's no good advertising engines, there ain't an engine selling. Engine business is dead."

Properly assorted that couple of facts are about the main breakdown in any period of stagnation in the engine business. The fact is forgotten that trade must be developed before it can blossom out into orders for farm engines. And development requires the looking for prospects—live prospects. You can't find an engine prospect in the cemetery, and that's about the only place where you'll find men without having to chase them.

Do you know, for instance, how many men in your territory have engines, and how many have no engines? The latter class are your legitimate interest. A man has no engine. Well then, get his name, get the size and location of his farm, the kind of farming he does, the work he does for which an engine could be adapted, the size and style of engine that would suit him best.

If you get these facts and file 'em you have the nucleus of a system. Do the same with 50 other men and you have a filing system of engine prospects. It's easy to know that each man has not an engine, but you have to find out from each **why** he does not own an engine and also what he could use it for if he had it. When you have found out these facts you can begin to bombard the prospect.

But you must keep your list up-to-date. You must note when your prospect starts to raise, hogs or branches into the dairy business, or commences stock-raising. In fact you must have your finger on the development of your community.

And you must always, in pushing engines, push only a high-grade product. A bad, and cheap engine, is a daminary fact that ruins future trade. If you doubt it try and sell to a man who has got a useless catalog house engine in his possession. Its a hard proposition! Give the prospect the right conception of high-grade construction and durability point out the advantages of his owning one, the work it could do for him, the uses to which it can be put, says an engine salesman.

In using the printed matter sent out by the manufacturer, don't send it alone. Enclose a

personal note for the personal touch with your prospect is lost otherwise. If a circular mark the strong paragraphs, if a mechanical description mark the strong features in the detail of the various parts, if a catalog turn down the page at the engine most suited to your prospect. The engine selling season has no close time. Properly pursued it gives you scope for your selling prowess twelve months in every year.

Implement men at Ad. Convention

Edmonton sent her quota of business boosters to Toronto to take part in the convention of the Associated Advertising Clubs of America. They numbered 200 and report sayeth they made some stir in Toronto. Among them were A. W. Howell and G. H. Duncan of the Massey-Harris Company.

Implement Man Enters Advertising Field

H. J. Edwards, who retired about a month ago as manager of the New York Moline Plow Co., has become associated with Joseph A. Hanff and George P. Metzger in the advertising firm of Hanff-Metzger, Inc., New York City. Mr. Edwards will give his attention to farm implement lines.

The "Sandusky" Tractor

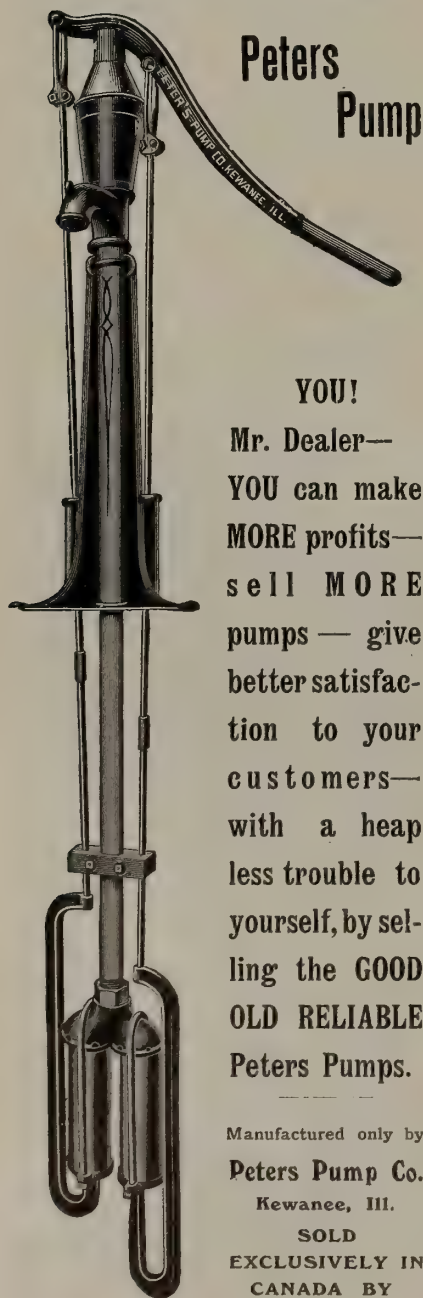
A company which will manufacture a tractor known as the "Sandusky" has been organized at Sandusky, O., and is known as the Dauch Mfg. Co. The company has a capital of \$800,000. J. J. Dauch, president and general manager, has been engaged in the tractor business for ten years.

New Warehouse in Billings

Facing on Minnesota Ave., in Billings, Montana, the construction has begun on a 50 x 50 foot two-storey warehouse and office building for the Emerson Brantingham Implement Company. The building will be of concrete and fire-proof throughout.

If you sent out a canvasser you'd expect the farmers to give him decent treatment. The manufacturers and jobbers expect you to treat their travelers likewise.

The Only Original



Peters Pump

YOU!

Mr. Dealer—
YOU can make
MORE profits—
sell MORE
pumps— give
better satisfac-
tion to your
customers—
with a heap
less trouble to
yourself, by sel-
ling the GOOD
OLD RELIABLE
Peters Pumps.

Manufactured only by
Peters Pump Co.
Kewanee, Ill.
SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope-Anderson Co., Ltd.

Winnipeg, Regina, Calgary, Saskatoon, Brandon, Swift Current, Yorkton, Lethbridge.

FRAZER AXLE GREASE.



Not affected by Heat or Cold.
Highest Awards at Centennial, Paris
and World's Fair.

MANUFACTURED BY **FRAZER LUBRICATOR CO.,**
Factories: St. Louis, New York.
NICHOLSON AND BAIN, Agents,
WINNIPEG, MANITOBA.

The I H C in Montana

The International Harvester Co. has selected Billings, Mont., as its distributing point for Eastern Montana and Northern Wyoming. Arrangements have been made for the use of a portion of the Oliver building in that city. It is reported that the distribution will start with a stock of 56 cars.

A Turnip Picking Machine

A novel machine for picking up and cutting turnips, mangels and other root crops has been designed by J. Thomson, Jr., of Christchurch, New Zealand, and is being manufactured in quantities by a firm of agricultural engineers in that city. It is claimed that the machine with one team and one man will pick up and cut six acres of root crops in a day.

A large roller is well covered

BRADSTREET'S

Established 1849 Capital and Surplus \$1,500,000

Offices throughout the civilized world. Correspondence invited

Executive Offices:

346 & 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA:

Halifax, N.S.; Montreal, Que.; St. John, N.B.; Hamilton, Ont.;
Ottawa, Ont.; Toronto, Ont.; London, Ont.; Quebec, Que.;
Calgary, Alta.; Edmonton, Alta.; Vancouver, B.C.

C. G. SCHAFFTER, Supt., Commercial Travellers' Building,
WINNIPEG, MAN.

Over-Conservative Stocking

The man who holds on to dead stock, and who strenuously objects to keep his stock up-to-date must inevitably fall out of touch with conditions and demands. In a speech to the Michigan Retail Hardware Association, A. T. Vandervoort made some pertinent comments concerning this point. He spoke as follows:

"One of the weak points of the too conservative dealer is his neglect or refusal to keep his stock up-to-date and to clean out dead goods that it no longer pays to own or sell. This point is brought

home to me very forcibly, as I am located in a distributing point and have the reputation of carrying a big assortment. We get several telephone orders every day from hardware dealers in small surrounding towns to send them quick by express some little item that there is absolutely no excuse for their not having in stock. In many instances, the expense of telephone message, and the express charges are two or three times as much as the goods. This makes a big burden for the consumer in addition to his delay in not getting goods urgently needed when wanted. Of course,

the country dealer can't carry everything, but he can keep in closer touch with the conditions and demands than a good many of them do."

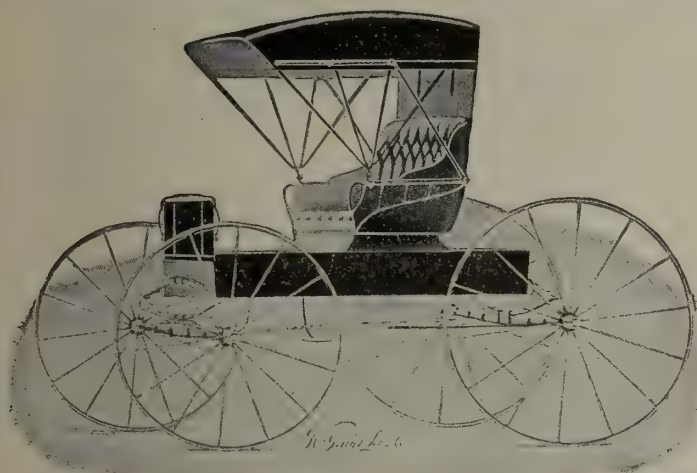
Wood and Manufacture

The U.S. Forest Service have compiled statistics to show precisely how the lumber in that country is utilized. About 45 billion feet of all kinds of lumber is the annual production in the United States, and of this nearly 25 billion feet, board measure, goes into manufactures. So far as

we are interested the figures for agricultural implement and vehicle construction are worthy of comment. For the manufacture of vehicles and vehicle parts the wood used annually amounts to 739,134,483 feet, board measure. For agricultural implements 289,790,560 feet, board measure, were consumed last year. For tanks and silos 225,617,686 feet represent a year's output.

Man must needs have lightning, but he drew it captive from the clouds and made it an international postman.

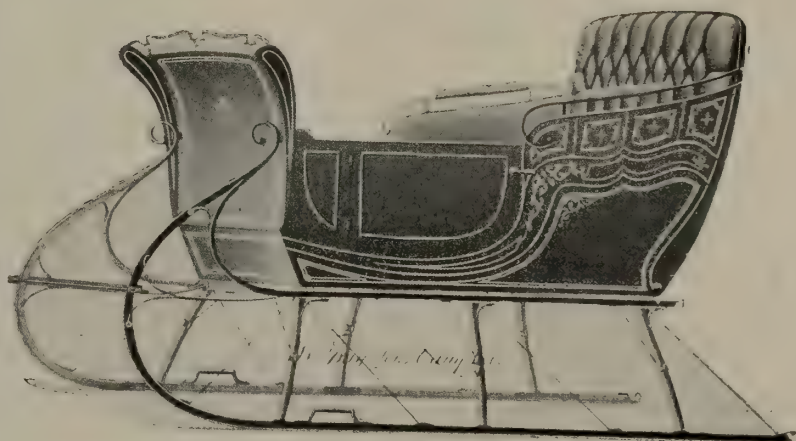
Steel Seated Buggies—Steel Bodied Cutters



No. 403.—Auto Seat Buggy, with Top

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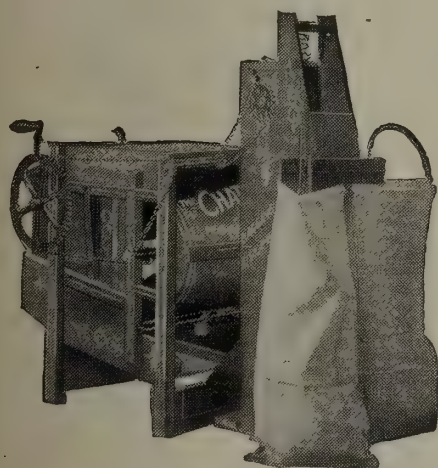
THE



No. 31.—Cutter with Fore Doors

GRAY-CAMPBELL LINE

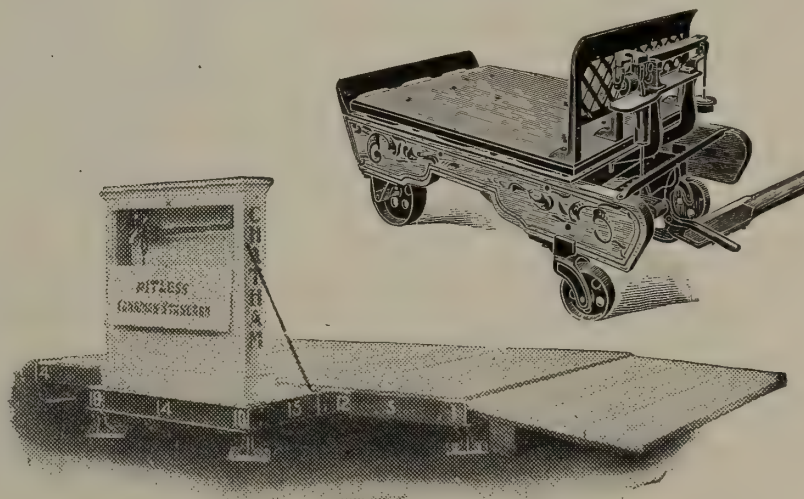
IS UP-TO-DATE, PROGRESSIVE AND RELIABLE. The time to think about cutters is NOW, while the factory has plenty and before any styles become exhausted. We shall be pleased to forward catalogue, showing full line, upon request.



Latest Chain Drive Mill

BUGGIES

Plenty left yet, in all styles, and the kind that are in demand.



2,000 lb. Truck Scale and 5 ton Pitless Scale

When at the Canadian Industrial Exhibition we shall be glad to meet our old friends and many new ones. A personal call at our showrooms to examine our full line will be worth the time and trouble.

Winnipeg Offices and Showrooms - - 400 JESSIE AVE.

We handle a full line of Buggies, Democrats, Cutters, Delivery Wagons, Fanning Mills, Kitchen Cabinets, etc.

GRAY-CAMPBELL LIMITED

WINNIPEG, MAN.

MOOSE JAW, SASK.

The Separation of Facts in Reading

The failure in business is the man who was continually wailing, "I've got no time to read."

The busiest men on earth are the men who **make** time to read, and they don't run any small business, but can find things awaiting their attention for eighteen hours daily.

There is a type of implement dealer who goes right up in the air when a book canvasser appears on the horizon, who points at a pile of uncut newspapers, catalogs, trade journals and literature of all descriptions that lies in a corner of his office, saying plaintively, "I ain't got time to read a line these days." Incidentally you will find them sitting for hours on end outside the store, smoking and watching the far horizon—across the street. Meditation is a grand thing in a man's make-up, but most great thoughts come quickly, and are transformed into action as quickly by the man who is really a live unit. There are men in business to-day who make it a part of the daily task in directing huge corporations to spend one or two hours in their office simply read-

ing. Don't get away with the idea that they are reading love stories or tales of adventure, because they don't reckon that business reading. They are reading matter connected with the business or technical side of their calling—the views of other men, gleaning here and there a thought, an idea, a suggestion. Current events are their stamping ground for opportunities. The manager in a large farm machinery concern sees that a certain city in Hungary is to hold a great fair where agricultural machinery is desired for exhibition. He jots down the facts—arranges with European branches and gets his goods on the ground. The fellow who did not read never knew that such an affair was held—so none of his goods were sold there.

The reading dealer notices in his local paper a brief to the effect that Bill Smith has bought several head of good dairy cows. He notes the fact, and chases William with his dairy equipment and barn fitting specialties. There are not hundreds,

but thousands of opportunities that can be got by reading—and even in journals or newspapers the dealer can always glean something beneficial. A man should cultivate a "separator intellect"—the art of reading rapidly, grasping the salient points discarding the useless dope. A headline will tell a tale:

"Half-breed murders his wife." Let that go. It is only a deplorable fact.

"Lord S— hunts Big Game in Rockies." Let him hunt, he isn't a prospect.

"Wheat Crops in England." Read this, and put it in your general news brain section.

"The Value of Manures"; "Power and Deep Plowing"—thereabouts you should find something that will be of business value to you. Eighty per cent of all that may be written in any paper or journal may possibly be of little use to you, but the other twenty per cent, properly assimilated, may prove to you a valuable investment of your reading time.

There are practically only three classes of men who do not read: Those who cannot read, those who are too lazy to read, and those who are not enterprising enough to read.

It is only natural that no men-

tion need be made of the man who says that he does not require to read. Such a man considers he knows everything, therefore is too wise to be alive.

Every dealer should so systematize his business so that he can spare some time every day refreshing himself by reading papers, magazines, and last, but most important of all, trade journals.

Erecting Warehouses in Europe

The International Harvester Corporation has purchased thirty-five acres of land on the Danube river in a suburb of Budapest, Austria-Hungary, for a manufacturing site. The corporation has also purchased land at Odessa, Russia, and will erect thereon a new warehouse.

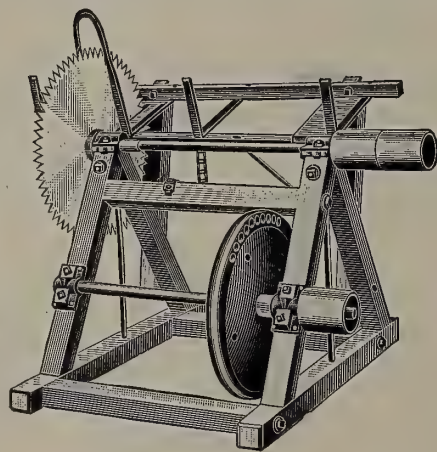
A New Cordage Concern

The Crookston Cordage Company, of Crookston, Minn., recently filed articles of incorporation to manufacture twine, rope and similar articles. The capital stock of the concern is \$75,000 and the incorporators are all business men in that center.

Hardwood Frame Pole Saws

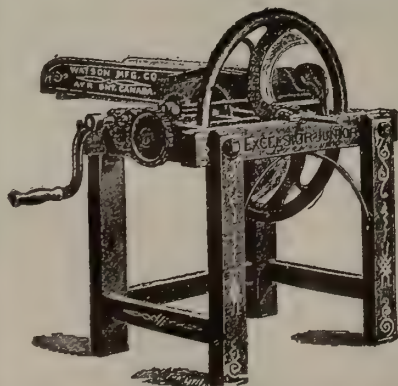
Made with three 5 x 6-inch pulleys, solid steel shafts and boxes. Solid, heavy fly wheel and rigidly braced hardwood frame. The wood frame is an advantage to your customers, as a broken or damaged portion can be quickly made at a trifling cost. Total weight of these Poles Saws 325 lbs.

We supply Saw Mandrels separately if desired, including saw shaft, boxes, fly wheel, pulley and saw clamps.



"No one can give you a better deal."

We control the sale in Manitoba of Standard Cream Separators and Standard Gasoline Engines, manufactured by the Renfrew Machinery Co.



Seven Styles and Sizes of Power and Hand Feed Cutters

"Excelsior Junior," a handy machine for those who have no power. Chain drive, very strong and durable. Friction reduced to a minimum. Runs very light and rapidly. Pulley can be easily attached for use with wind or horse power. Cuts from 1/4 to 1/2 ton per hour.

You Can Sell Feed Cutters and Grinders

Because they appeal to intelligent farmers.

They are an economy and a necessity where there is stock to feed.

Write us for Catalogue, we can satisfy you

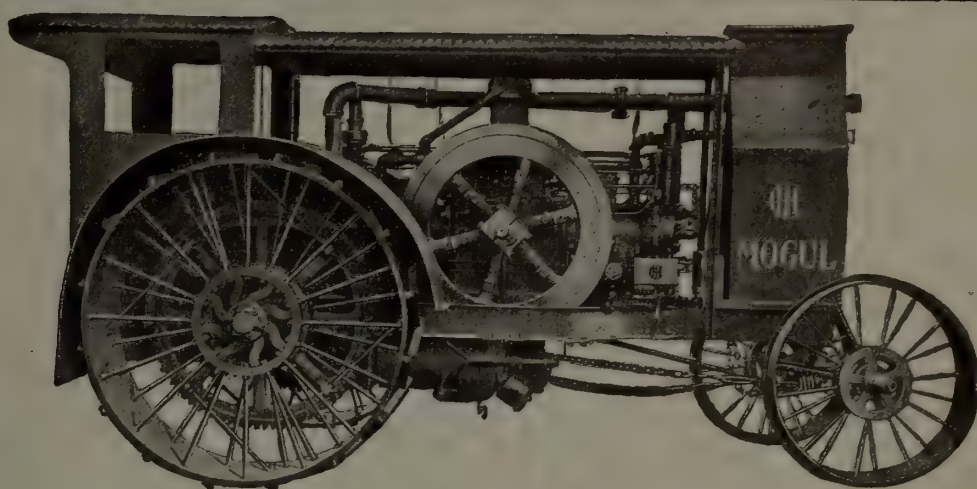
OUR LINE INCLUDES

Pulverizers	Janesville
Boss Wood Harrows	Gang, Sulky and
Boss Steel Harrows	Walking Plows
Channel Steel Harrows	Disc Harrows,
Harrow Carts	etc.
Wheel Barrows	
Warehouse Trucks	
Heider Eveners (All sizes).	Wood and Pole Saws
Light Delivery Sleighs	1/2 H.P. Engines
Farm and Bush Sleighs	Roller Crushers
Feed Cutters (seven styles)	Horse Powers
Grain Grinders	Root Pulpers
Pump Jacks	Barrel Skids
Push Carts	Bevel Jacks
	Whiffletrees

John Watson Mfg. Co.
LIMITED

CHAMBERS AND HENRY STREETS, WINNIPEG

Leading a Double Life



THE International Harvester Oil Tractor leads a double life and the careful dealer reaps a double profit. In the two distinct sides of its working power—drawbar and belt power work—it is equally efficient. In drawbar work you can show its great efficiency, for instance, at the plows. Where one day's plowing used to be two or three acres, the I H C tractor plows ten to thirty acres. It will pull three or more drills or binders, haul huge loads to town, and do your road work. It will pull plows, disks and harrows, all at the same time, saving many hours of time when time is most valuable. Do your customers realize this?

As a belt power machine it can be employed in all seasons. Belted to the separator it will thresh the grain. It will run many other machines that you can sell to a man when he owns a tractor.

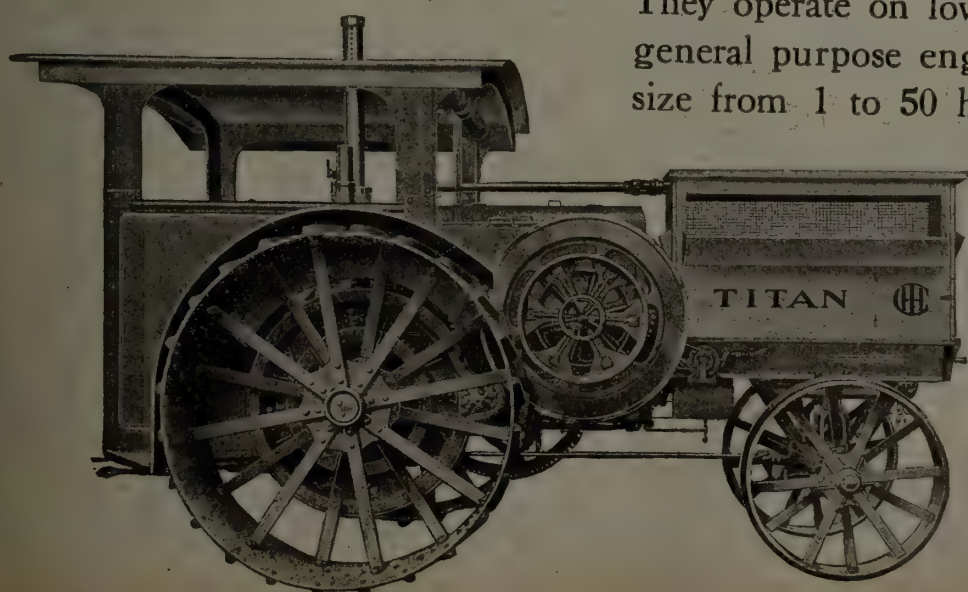
Sell International Harvester Oil Tractors An I H C Oil Tractor—Mogul or Titan

is indispensable on the modern farm. Study the tried and tested I H C tractors, with their simple, powerful engine and transmission; their ample, well-oiled bearings; their freedom from sparks, soot and smoke; their all-round usefulness and reliability, and show your prospects why I H C oil tractors are the best they can buy.

I H C tractors are made in all approved styles, in 6—12 to 30—60 horse-power sizes.

They operate on low and high grade fuel oils. I H C general purpose engines, for every power use, range in size from 1 to 50 horse power.

See the blockman or write us for interesting catalogues and other information.



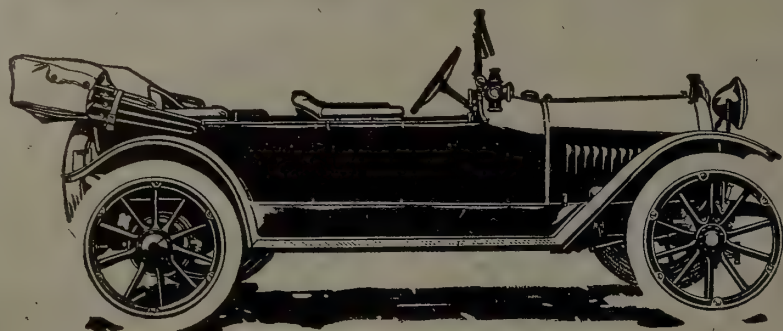
**International Harvester Company
of Canada, Limited**

WESTERN BRANCH HOUSES

Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.;
Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.;
Saskatoon, Sask.; Winnipeg, Man. Yorkton, Sask.

Hupmobile

"The Car for the Farmer's Family"



Touring Car, regular equipment, \$1,230, f.o.b. Windsor. With electric lighting and starting, demountable rims, over-size tires, tire carrier, \$1,380, f.o.b. Windsor.

VALUE

You get your money's worth and more in the Hupmobile. Continuous day in and day out service—that's value!

You get freedom from repair bills; you get low gasoline, oil and tire cost—that's value, too.

And you still have a car of real value, when you're ready to sell your old Hup and buy a new one. For second-hand Hups command a higher price the country over.

Service from your car, service from us—that's the value you get when you buy a Hupmobile.

Give us a chance to tell you why we're willing to back the Hup to the limit.

Visit our Showrooms during the Exhibition. We will make you welcome.

Joseph Maw & Company, Ltd.

112-118 King Street Distributors for Western Canada WINNIPEG

The New Steel "Humming Bird" Separator



There is evolution in all things. The days of the old-fashioned, wood-built separator are fast fleeing. The "Humming Bird" is the outcome of more than a quarter of a century's experience in threshing machinery building. It is the work of the famous Wood Bros., of Des Moines, Iowa, and in every respect represents the very summit of construction required by modern methods of farming. Not until 1913 did the first "Humming Bird" make its appearance. Careful and severe tests proved this new creation to be the best ever. Its success was instantaneous. United States and Canadian threshermen are loud in their praises of the "Humming Bird" the GLEANER AMONG ALL THRESHERS.

Steel construction means strength and rigidity
More perfect design and modern construction
Wind stacker is built on the frame of the machine
Absolute simplicity and no weak parts
Runs smooth and makes no noise
Does not throw the grain over
Cleans anything and everything thoroughly
Earns bigger profits and is a money maker every way

Dealers should get acquainted with this wonderful separator at once. Write today for full information.

If in Winnipeg at the Fair pay us a visit.

THE NORTH AMERICAN MACHINERY CO.

Cor. Higgins and Sutherland Phone Main 5036 Winnipeg, Man.

The Plant behind the one Perfect Pitcher—

The machine that saves time, grain, money and men. It is essential to the farmer who would harvest profitably.

Stewart Sheaf Loader

And it is essential to the Dealer who seeks to serve his customers. Have you investigated its merits? If not, do so today.

Small
Beginnings

Output
in
1910
One
SHEAF
LOADER



Output
in
1914
1,500
SHEAF
LOADERS

There's a
Reason

Little Stories told by Men who have used the Stewart Sheaf Loader

Bernard Crummy, Argyle, Minn.—"It is a labor and money saver which no man can afford to be without. I figure that it saves from 2 to 2½ bushels of grain per acre."

Jos. Thorson, Gravelbourg, Sask.—"It saved me four teams and five men, or \$25 per day. I can safely say that the Stewart Sheaf Loader has more than paid for itself this season. I would recommend it to all threshermen."

R. T. Buckler, Crookston, Minn.—"I have tried it to my satisfaction in all conditions of grain, and it does all you claim for it. It saves grain over hand pitched work. It gets all the loose grain, loads very fast, is easier on hands and saves labor."

We have hundreds of letters from pleased owners. If you want to give profit and satisfaction, to build your prestige, write at once for particulars.

STEWART SHEAF LOADER CO., LTD. 804 TRUST & LOAN BLDG., WINNIPEG.

CANADIAN FARM IMPLEMENTS

Vol. X., No. 8.

WINNIPEG, CANADA, AUGUST, 1914.

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Per Copy, 10 cents.



UNION BANK OF CANADA

Established 1865

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Paid-up Capital..... \$ 5,000,000
Reserve Fund..... 3,400,000
Total Assets, over..... 80,000,000

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President—JOHN GALT

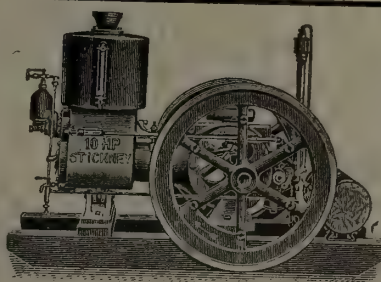
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This Bank, having over 310 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

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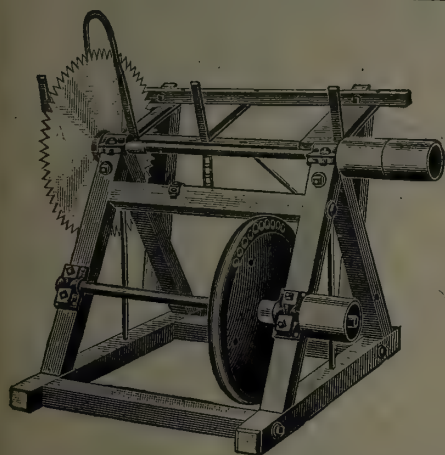
Stickney Gasoline Engines

We have the exclusive Agency for the sale of this

WELL KNOWN ENGINE

in Western Canada. All sizes in stock, also all Repairs and extras. Write for particulars. DO IT NOW.

THE MAYTAG CO., LTD. Winnipeg



We are selling agents in Manitoba for the Standard Cream Separator and Standard Gasoline Engines

Hardwood Frame Pole Saws

Made with three 5x6 inch pulleys, solid steel shafts and boxes. Solid heavy flywheel; rigidly braced hardwood frame. Total weight of these Pole Saws, 325 lbs. Saw Mandrels supplied separately if desired, including saw shaft, boxes, flywheel, pulley and saw clamps.

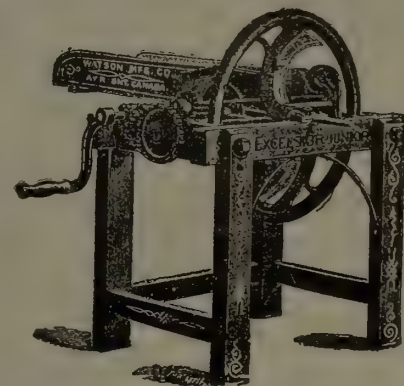
Hand and Power Feed Cutters

We supply seven styles and sizes of hand and power feed cutters. The "Excelsior Junior" is unbeatable as a hand machine. Chain driven, it is strong and durable, running easily. Pulley can be attached for power adaptation. Cuts from 1/2 to 1 1/2 ton per hour.

Write for Catalogue. We can satisfy you.

John Watson Mfg. Co.
LIMITED

CHAMBERS AND HENRY STREETS, WINNIPEG



A FEW ITEMS IN OUR LINE
Harrow, Eveners, Sleighs (farm and bush), Janesville Plows, Moline Repairs, 1/2 H.P. Engines, Roller Crushers, Horse Powers, Grain Grinders, Pump Jacks, etc.

MONEY IN POTATOES

and consequently, money in potato machinery.

Farmers recognize the profits of potato growing and the stability of the market for potatoes as an opportunity they should take advantage of. More potatoes are grown every year.

This creates a demand for potato machinery that means money for YOU. Investigate the

O. K. CANADIAN POTATO MACHINERY



before all territory is taken. Look into the advertising we are doing and the way we help you to make sales, and you will know that you should handle the O.K. Canadian Line.

Write for Catalogue and Prices

Canadian Potato Machinery
Co., Ltd.

Galt Ontario

Adaptable To Any Wagon!

Consider the selling possibilities of a wagon seat that is adaptable to any make of wagon. A seat that gives full control of the team, full protection from the wind and continual comfort. And the price is within the reach of every farmer—yet nets the dealer a fair profit.

Lloyd's Low-Down Spring Wagon Seats



The Wagon Loaded

Order your next shipment of wagons without seats, and supply your customers with Lloyd's Spring Seat. They are light, strong, and durable, and will give service and satisfaction to your trade.

Write today for prices and full particulars.

Wawanesa Wagon Seat Co.

WAWANESA, MANITOBA



Going Home



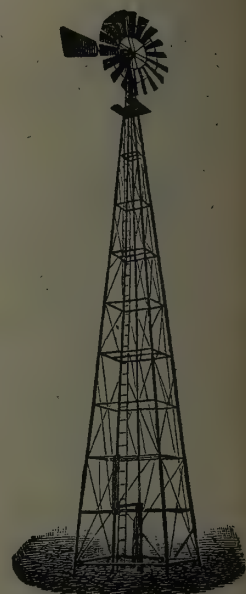
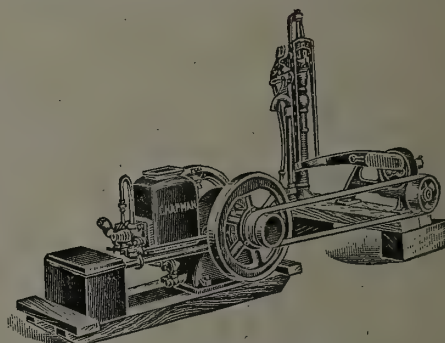
FOOT PRINTS

Are you trying to tramp your way to success over dissatisfied customers, with cheap, inferior goods, or are you making a lasting impression and staunch friends by handling a superior line? If you have not contracted with us for our Chapman Gasoline Engines, Toronto Windmills, Chapman Well Drills, Toronto Grinders, Pumps, Saw Frames and Saws, Water System Outfit, now is the time to do it.

Write to-day and have our representative call and see you.

ONTARIO WIND ENGINE & PUMP CO., LIMITED

TORONTO MONTREAL WINNIPEG CALGARY



AFTER ALL IS SAID AND DONE—

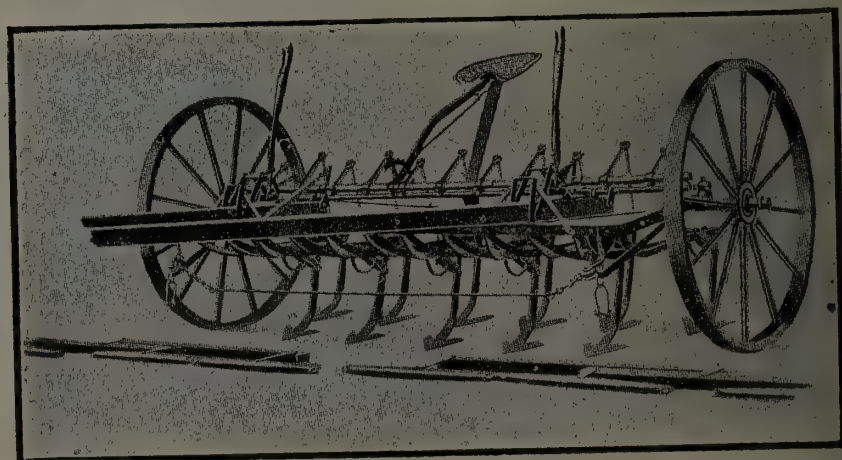
this Season has demonstrated that thorough cultivation is the only kind that **PAYS**

For this purpose our **SYLVESTER STIFF-TOOTH KING CULTIVATOR** and other reliable lines are the **BEST**

Everybody knows them, and that means
EASY SALES, GOOD PROFITS
and **SATISFIED CUSTOMERS**

Improved Stiff-Tooth King Cultivator

To obtain the best possible results, and free the land from noxious weeds, our **Stiff-Tooth King Cultivator** is the best implement yet designed. Extra width between teeth prevents trash, roots or debris gathering. It has a greater clearance than any machine on the market—look at the illustration. Built substantially, of high grade material, in three sizes: 7-tooth (6 foot cut), 9-tooth (8 foot cut), 11-tooth (9½ foot cut). It is the cultivator of perfect satisfaction—both to dealer and customer.



WRITE FOR PARTICULARS AND PRICES

Emerson - Brantingham Implement Co.

Sole Canadian Agents

Tudhope-Anderson Co. Limited

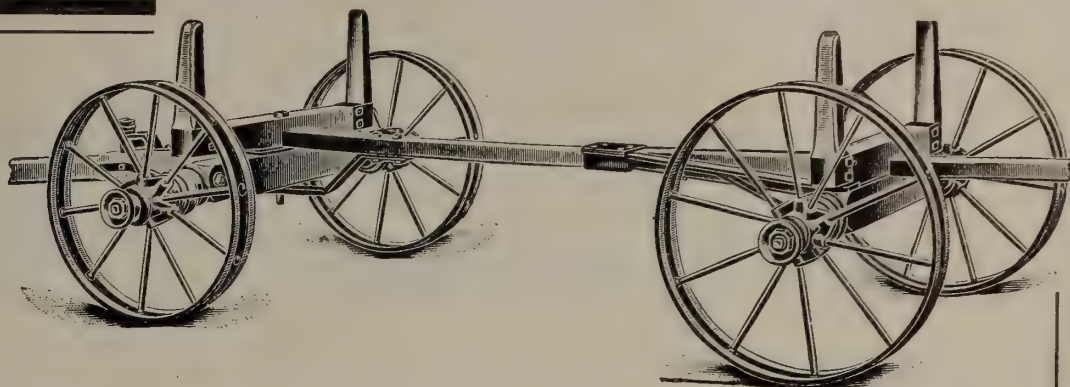
WINNIPEG

REGINA

SASKATOON

CALGARY

You can get
a big share
of the farm
truck business
by selling



Cockshutt Trucks

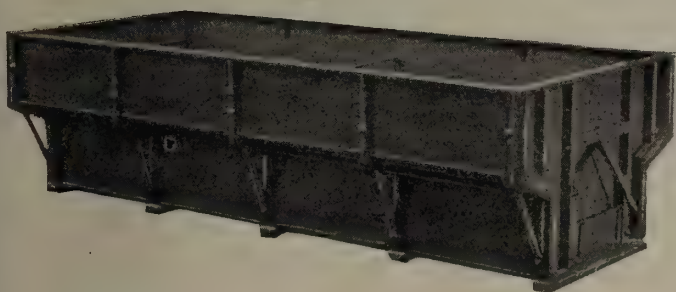
because we can supply you with styles and sizes for every class of work and of a quality that will make friends and future customers for you wherever they are put. That's the kind of business you want—the only profitable kind in the long run.

The truck illustrated above is our "Dandy," with 28-inch and 30-inch steel wheels, with 4-inch grooved tires. Axles are straight grained hickory; bolsters, stakes and reach, the finest grade of hardwood; hounds made of heavy angle iron—in fact, every part is built from the finest grades of material that can be purchased. And it shows its quality in the service it gives—that's the final test.

Another type has lower front wheels for turning under the rack or bed of a wagon; another is specially constructed for use in thresher's outfits—and so on throughout the line. With access to the stock in our warehouses, you can be practically certain of immediate delivery of any type, with either wood or steel wheels, that can be asked for by a customer. That's the kind of service we give Cockshutt Agents.

And remember, we back up every sale by the Cockshutt guarantee of satisfactory service—that's your protection, as well as that of your customer.

Grain Tanks that are Perfection in service as well as in name



THE Cockshutt "Perfection" tank is the most substantial and serviceable one we know of—and we have had a lot of experience in this line. It is primarily built for strength and service. Materials are choice throughout; corners and sides are particularly well braced and have special tie bolts; and it is equipped with an automatic-lock end gate.

Note its flaring sides, its height and great carrying capacity, and you'll agree it is serviceable. Fits standard wagons and is easily loaded or removed.

If you are not handling a grain tank, investigate the Cockshutt "Perfection" at once. There is a demand for them that you should be ready to fill.

GETTING READY FOR THE FALL

Harvest has to be attended to first, but this is the time to plan for fall business. The Cockshutt-Frost & Wood line is the best full-line proposition on the market—not only machines for one season, but for all-the-year-round trade. We are equipped to handle your requirements in practically every line of farm equipment. Let us send you descriptive catalogues and any information you would like. Any request will be promptly and carefully attended to.

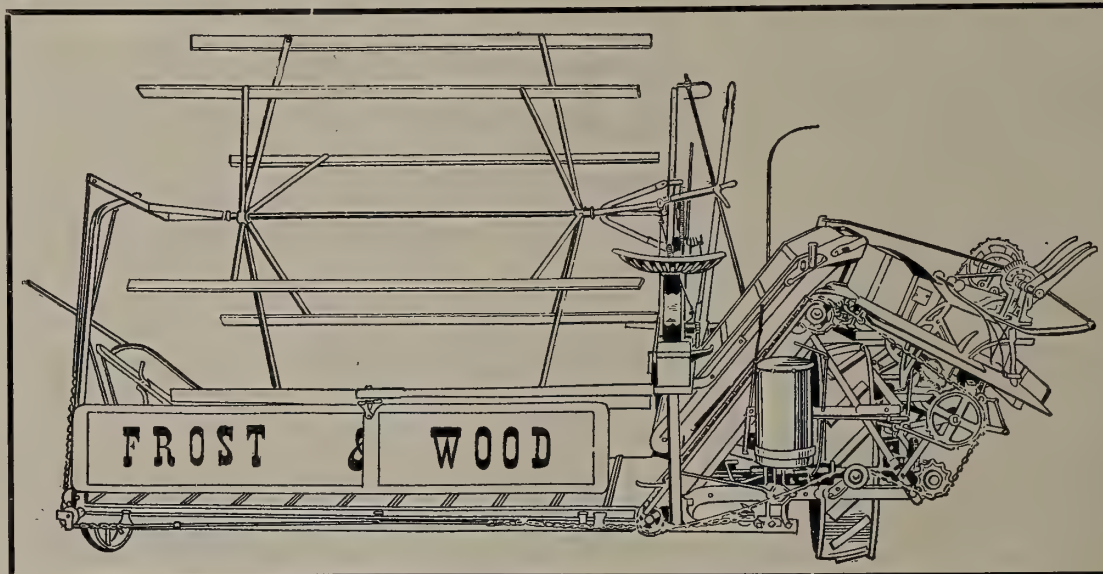
Cockshutt Plow Company, Limited

Western Branches: Winnipeg Regina Calgary Saskatoon

Distributing Points: Red Deer Lethbridge Edmonton Brandon Portage La Prairie

Harvest is always a busy time for COCKSHUTT AGENTS

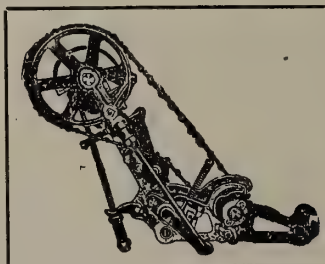
The unequalled reputation of the Frost & Wood Binder for reliability, long service and all round satisfaction, is established wherever Binders are used, so it is an easy matter for agents who handle the Frost & Wood line to make big sales.



Frost & Wood Binders have two strong exclusive features that are potent selling arguments which appeal to every business farmer as points that should be found on a Binder. Any farmer who has used any other make of Binder will see the value of them at once.

THE ECCENTRIC SPROCKET

The Eccentric Sprocket is an exclusive Frost & Wood feature. The Frost & Wood Binder is known all over Canada as "the binder with the eccentric sprocket." Fast, steady cutting and uniform draft result from the use of this long-spoke, short-stroke sprocket. There is no extra draft thrown on the horses when the bundle is being tied. The long spokes of the sprocket give great leverage and consequently a great gain of power when it is most needed—when the bundle is being tied. This is a strong point found on no other binder.



THE FORCE FEED ELEVATOR

The Force Feed Elevator handles all quantities and conditions of grain with equal ease. It instantly and automatically adapts itself to any changes in the amount of grain to the elevator. It has every advantage of a floating elevator without any of the complications or disadvantages. It has all the simplicity and durability of the rigid elevator, but at the same time it handles light or heavy grain equally well. The Force Feed increases the capacity of the binder by insuring a steady feed of grain to the packers.

AGENTS!

Harvest time is almost here. Are you prepared to meet the rush demands of the farmers in your vicinity? Look over your stock carefully, both machines and repairs, and be prepared to give customers the prompt service that is customary with Cockshutt Agents. Service is the foundation stone of every successful agency. If you are not a Cockshutt Agent, let us tell you how you can greatly increase your harvest trade. We will back you up by giving prompt and efficient service from our end. Write us to-day and let us tell you more about our proposition to dealers.

Cockshutt Plow Company, Limited

Western Branches: Winnipeg Regina Calgary Saskatoon
Distributing Points: Red Deer Lethbridge Edmonton Brandon Portage la Prairie

CANADIAN FARM IMPLEMENTS

Vol. X., No. 8

WINNIPEG, CANADA, AUGUST, 1914.

SUBSCRIPTION PRICE IN CANADA { Per Year, 1.00
Per Copy, 10c.

Canadian Industrial Exhibition, Winnipeg, 1914

Great Attendance at a Very Successful Fair

On Saturday, July 11, the Canadian Industrial Exhibition, Winnipeg, was formally opened by His Honor, Sir Douglas Cameron, Lieutenant-Governor of Manitoba. From a climatic standpoint, the day was all that could be desired, bright and sunny, yet tempered by a good breeze that made comfortable the large crowd which attended the opening ceremony. The day was specially laid apart for the Travellers and

Fraternal Societies, and the Knights of the Grip and Order Book were much in evidence, parading the grounds yelling war-whoops and bearing various noise-producing rattles which they wielded lustily. On the Sunday an exceedingly heavy rain fell with the result that a good many of the concessions, especially in the machinery row, were flooded. This, however, was only a reminder by the clerk of the weather of what he could do if he liked, for during the balance of the week he dealt the Canadian Industrial Exhibition the finest mixture of sunshine and cool breezes at his disposal. Especially was this true of Citizens' Day, that event marred during the past two years by torrential rain. This year it was warm—too warm if anything—and an ideal day for the citizens to visit the fair grounds in order to encourage the annual event of the city.

And, be it said, they rose to

the occasion grandly. From a medium crowd in the forenoon the grounds filled and filled until by evening no less than 63,670 individuals had passed the turnstiles—a crowd which is a record for a day's attendance at any western fair. The total attendance during the week amounted to nearly 186,000.

It is to be regretted that the exhibits of farm machinery and implements were less in number

Agricultural College, along with his able lieutenants, carried through the various tests in a thorough and practical manner.

From the standpoint of catering amusements to the public, Dr. A. W. Bell, the capable and energetic manager and secretary of the fair, along with his assistants, excelled themselves in producing for the visitors a steady series of high-class attractions. The platform attractions were of

grounds from the set pieces, sky-rockets, etc.

The valuable purses devoted to the racing events attracted an exceptionally fine array of race horses, and all the events were keenly contested. No bookmakers were allowed in the grounds, the betting being done exclusively by the pari-mutuel machines.

Last—and best—in the amusement section was the daily flights by Lincoln Beachey, America's

foremost aviator. Usually these "thrilling" events, as advertised, do not come up to the expectations of the individual. It must be admitted, however, by all who saw the flights of Beachey, that that intrepid aviator out-



Customers of the Future: The Farm Boys' Club at Winnipeg Fair, July, 1914.

than during past years. Several of the larger concerns did not put forward exhibits this year, focusing their energies rather on a special display in their business premises down town. There can be little doubt that this is directly due to the depression that still affects the machinery business, only we hope that next year will see a bigger and better display of farm machinery and equipment than ever before in the history of the Winnipeg Fair.

An event on which a great deal of interest centered was the gas engine demonstration and feed grinding tests. These were held in the testing sheds formerly used for the tractor brake tests, and Prof. Smith, of the Manitoba

a high standard, comprising a comedy circus, Chinese jugglers and acrobats, a musical family, trained sheep, and several mirth-provoking clowns. This year the out-door stage was backed by a nicely painted set piece, while in the centre of the race track a massive set piece, portraying Oriental architecture, was erected for the great spectacular reproduction of the Siege of Delhi, one of the thrilling events of the Indian Mutiny. With plenty of red fire and a well-staged battle scene this part of the amusements was heartily enjoyed by the large crowds who attended every evening. The fireworks display was also exceptionally good, a glare of color nightly covering the

stripped the expectations of every soul present. Strapped to the seat of a 21-foot Wright bi-plane, Beachey swooped, swerved, circled and vol-planed in the air, time and again, doing hair-raising feats which few birds attempt to equal. Turning the 'plane over, while he hung head downwards, was one of his simplest feats; he seemed to fly as comfortably that way as t'other way up! Ascending in a long spiral he would swoop into a great circle looping the loop at a terrific speed, then, by way of variety, would climb steadily away up into thin atmosphere, from which altitude he would veer over and drop straight as a plummet down to the earth—only to swoop upwards in an-

other graceful glide. There can be little doubt that Lincoln Beachey is one of the foremost of living aviators, and he is unique in that not a man who sees him fly envies him his job! His control over the aeroplane is nothing short of marvellous, and breeze or calm he seems as much at home in the clouds as on terra-firma. The Exhibition Association are to be complimented on giving the public of Western Canada an opportunity to see such an aviator—there is certainly no air-man on this continent who can equal his feats.

In the live stock section there was an increase of stock shown, amounting to between twenty and thirty per cent more than in 1913. This is indicative of the interest now taken in live stock in the West; from a dealer's standpoint it opens great possibilities in the supply of barn equipment. Mixed farming, from a dealer's point of view, should mean a profitable chance of adding to the staple lines of implements—plowing, cultivating and harvesting.

As in past years, Canadian Farm Implements gives herewith a detailed report of practically all the machinery at the grounds, with especial emphasis on the types which should be of greatest interest to the retail implement dealer. This report embraces both outdoor and indoor exhibits, covering every individual item shown by the various concerns who put forward machinery exhibits.

Threshing Machines, Implements and General Machinery

Commencing at the eastern entrance, the main gateway to the grounds, and proceeding westwards along "machinery row," the first exhibit encountered by the sightseer was that of the

Eagle Mfg. Company, Dauphin, Man. This concern showed one of their Eagle steel scrub cutters, a strong and powerful machine built for use with tractors. Its features are the knife plate or cutter bar, on which the horizontal cutters are bolted, also spade wheels for holding up to the work. The machine is built entirely of steel and iron, and is of exceptionally strong design.

The Metal Shingle & Siding Co., of Manitoba, Winnipeg, showed a "Dineen" grain unloader attached to a "Johnston" new improved corrugated iron grain tank of 1,000 bushels capacity. By the unloader it is claimed that a wagon can be loaded with grain by one man in seven minutes.

The North American Machinery Co., Winnipeg, showed a 2 h.p. Simplicity engine driving a concrete mixer, both being mounted on a portable frame. This concern also had a Wallis Cub tractor, 15-20 h.p., in operation, having special mud guards; a 2 h.p. Simplicity engine unattached, and a Simplicity engine driving a No. 1 feed grinder; also a 6 h.p. Simplicity engine, a Humming Bird Separator, and three water tanks. The exhibit was in charge of Mr. Cooper, manager of the company.

The Cushman Motor Works of Canada, Winnipeg, showed an 8 h.p. vertical, portable water-cooled engine, driving a Lincoln grinder made by the same concern. A No. 3 Owens immersion smut cleaner, a 3 h.p. Cushman binder engine operating a corn binder, and another binder engine of the same size driving a grain binder. They also exhibited a 3 h.p. Cushman operating a Keystone washing machine; a pole saw and a Cuddy patent steering device. A new Owens fanning mill, and another mill of

the same type with a high bagger attachment were also in evidence, along with three Simplicity cream separators varying in capacity from 550 to 1,000 lbs. per hour.

The Stewart Sheaf Loader Co., Winnipeg, had on exhibit two of their widely known sheaf loading machines, one being in operation. This exhibit aroused intense interest among the many farmers who visited the fair, as they at once were attracted by the grain saving and labor-saving possibilities of this machine, which, as year succeeds year, should become more and more a familiar object on our Western harvest fields.

The International Harvester Company of Canada, Winnipeg, had a large and comprehensive display of their well-known lines, a 30 x 50 Buffalo-Pitts separator being driven by a 45 h.p. Titan tractor, and a 20 x 32 Goodison combination separator operated by a 10 h.p. I.H.C. engine, both being mounted on a portable truck. A 20 x 32 new Racine combination separator was driven by an 8 h.p. I.H.C. oil-burning engine, while prominent among the exhibits was a model M-A I.H.C. auto truck. The Booster engine—a 2-cycle engine was shown in 2 and 3 h.p. sizes, this engine being particularly adapted for railway handcars. An 11-inch Vessot grinder was also on view, as were also two Dairymaid cream separators of 350 and 650 lbs. capacity, and two Blue Bell cream separators of 450 lbs. capacity per hour. This exhibit was productive of much interest to those visiting the fair.

The George B. Lundy Co., Winnipeg, had on view nine models of their "Wonder" rope-making machines, a device that attracted considerable attention.

The Robt. Bell Engine & Thresher Co., of Seaforth, Ont.,

and Winnipeg, displayed a 22 h.p. simple rear-mounted steam engine operating a 32 x 54 Imperial separator, also a 30 h.p. single steam engine attached to a 36 x 60 Imperial separator.

Burridge-Cooper Co., Winnipeg and Regina, showed four Litchfield low-down manure spreaders, and a 12 h.p. Waterloo Boy engine operating a No. 3 Geiser separator. A Geiser 30-60 h.p. tractor drove a new Peerless Geiser separator. A No. 4 Geiser separator was on view unattached. A Diamond 40-70 h.p. tractor, manufactured by the Diamond Iron Works, Minneapolis, was also a feature of this exhibit, and a 25 h.p. Ingeco kerosene portable engine. A Taggart portable grain elevator was operated by a 4 h.p. Waterloo Boy engine. Of great interest in the Burridge-Cooper exhibit was the Strite tractor, 12-15 h.p., for power or haulage. This is a 3-wheel tractor, built by the Strite Tractor Co., Minneapolis, especially adapted for all-purpose farm work. It burns either gasoline or kerosene, and its operation was favorably commented on by the many farmers present.

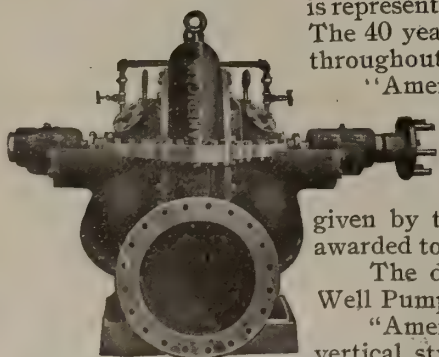
The Baker Valve Co., Winnipeg, showed the Morris improved beading tool, a mechanism for beading boiler flues.

The O-Rib-O Mfg. Co., Winnipeg, had on exhibit an ornamental galvanized iron, steel frame garage of attractive design.

The Prairie Grain Tank Co., Winnipeg, showed one of their prairie grain tanks of 1,050 bus. capacity, also a combination grain tank and implement shed with a capacity of 2,300 bus.

The Hackney Manufacturing Co., of St. Paul, exhibited for their agents, the Sawyer-Massey Company, one of their 3-furrow

THE STANDARD BY WHICH OTHERS ARE JUDGED



is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness. "American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

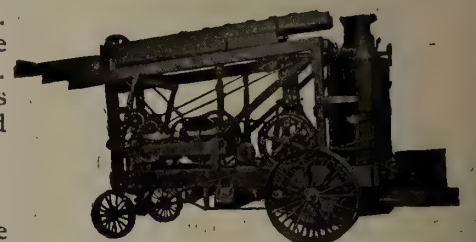
The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

Agents Wanted in all unoccupied territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, ILL., U.S.A. Chicago Office, First National Bank Building



auto-plows, the engine being of 20-24 h.p.

The Minneapolis Steel & Machinery Co., Minneapolis and Winnipeg, had on view three of their Twin City tractors, 15, 25 and 40 h.p. in size.

The Hart-Parr Co., of Charles City, Iowa and Portage la Prairie, showed a 27 h.p. kerosene tractor operating a 29 x 48 Money-maker separator, another separator unattached, and a four-furrow self-lift Hart-Parr engine gang plow.

The MacDonald Thresher Co., of Stratford, Ont., and Winnipeg, displayed a Decker 30 x 60 separator driven by a 30-60 Fairbanks-Morse tractor. Our old friend, John Herron, was in charge of the exhibit.

Henry Rustad, Winnipeg, this year did not show his line of road-grading machinery, but had on exhibit a Meadows portable grain elevator, operated by a 2½ h.p. Fuller & Johnson engine. He also showed an automatic washing machine driven by a 1½ h.p. engine, and a power washer unattached. Mr. Rustad was in charge of the exhibit.

Nichols & Shepard Co., of Battle Creek, Mich., and Winnipeg, had on view a 20 h.p. compound steam engine driving a 32 x 52 Red River separator. A 22 h.p. oil or gasoline tractor operated a 36 x 56 separator, while a 22 x 36 Red River separator, with full attachments, was also on view.

Exhibits in Manufacturers' Building

The P. M. Reimer Co., Winnipeg, had on exhibit one of their Snap combination hog scalders and feed cookers, a machine that attracted considerable attention.

Rustad & White, Winnipeg, displayed a comprehensive variety of their steel frame wash stands, galvanized iron wash tubs, dish washers, vacuum cleaners, electric stoves, sewing machines and washing machines.

The Victor Manufacturing Co., Leavenworth, Kansas, had a tastefully arranged booth containing three of their combination washing and wringing machines.

The "1900" Washer Co., Winnipeg and Toronto, had a display of their hand and power washing machines and "Simplex" ironing devices.

The Western Steel & Iron Co., Winnipeg, had on view sections of their stair railings and other ornamental iron work, a Hansen patent binder hitch attachment, and a Hercules pump governor device. A set of manhole castings completed this exhibit.

The Winnipeg Ceiling & Roofing Co., Winnipeg, had a large and finely arranged exhibit, prominent in which was one of their corrugated galvanized iron grain granaries. A set of corrugated culverts, steel drums and a large variety of ornamental sheet siding, roofing and tubing completed this interesting display.

Beatty Bros., Limited, Winnipeg and Fergus, Ont., had on view a very extensive display of their galvanized steel stalls, stanchions and mangers. Examples of their well-known hay and litter carriers were also in evidence, while the booth had a nice arrangement of iron pumps, ladders, manure and warehouse trucks, washing machines, churns and hay forks. The display was in charge of J. W. Thompson, western manager.

The Gregg Manufacturing Company, Winnipeg, showed a pyramid of their well-known sleighs, an 8-foot heavy logging sleigh and a series of farm sleighs of different sizes. A special flax-tight grain tank was prominent, being mounted on runners, also a set of the Gregg wood boss harrows, and a full set of Gregg 3, 4, 5 and 6-horse eveners. A set of eveners were shown crated for shipment, and also a sulky plow coupled up with the eveners of this well-known firm.

Messrs. Dodds & Detwiler, Winnipeg, showed a Prof. Shaw, reversible mulching harrow (4 section), and a surface packer. A G.L.D. stubble Cyclone cultivator was on view, also two patent combination Gooseneck cultivators. A Dodd's Cyclone weed destroyer was also shown, as were dust mulchers and surface cultivators. This display of special dry-farming implements attracted wide attention on account of their unique designs. Our old friend, G. L. Dodds, was in charge of the exhibit.

A. Dube, Winnipeg, showed a new patent tongue lock attached to a wagon, the idea being to prevent the tongue from whipping the draft animal by a spring attachment to the neck-yoke.

The Canadian Hog Motor Co., Winnipeg, showed two of their patent hog motors, the porcine snout supplying the grinding power for the device.

The Boyce Carriage Company, Winnipeg, had a large booth in which was tastefully displayed a series of their lorries, delivery wagons and busses. The finish and appearance of these vehicles was particularly fine.

The Burrigde-Cooper Co., Winnipeg and Regina, had a very fine

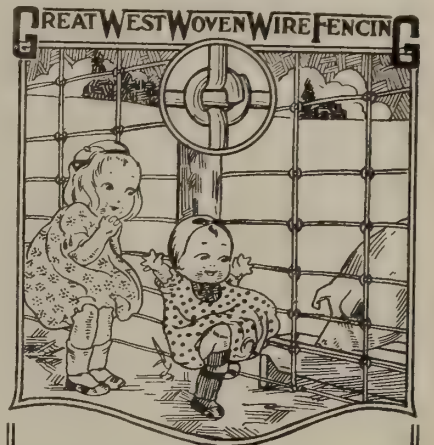
interior display, showing a 4 h.p. Ingeco engine, and a 2 h.p. engine of the same make operating a 75-light Fuller electric lighting plant for farm use. A 4 h.p. Waterloo Boy engine was shown, also three Duplex grain grinders. A large double tub Dexter washing machine, with tub stands, was on view, and four hand or power Litchfield washing machines. A Waterloo Boy No. 2 cream separator, a Litchfield motor-driven washer, a pole-saw and a display of iron pumps, pump jacks and Wizard magnetos completed this interesting exhibit.

The Auto-Lite Gas Co., Winnipeg, had on exhibit a full line of their oxy-acetylene generators, complete welding outfits, torches, fluxes, etc. Displays of oxy-acetylene welding, given at this booth, attracted much attention to this modern welding and cutting equipment.

The Loudon Hardware Specialty Co., of Guelph, Ont., and Winnipeg, showed a large variety of their hay and litter galvanized iron carriers, barn doors, hay forks, steel stalls and mangers, hay carriers, etc.

The Twin City Separator Co., Winnipeg, had a battery of their widely-known "Bull-dog" gaso-

line engines on view — seven in number. These engines varied from 1¾ h.p. to 8 h.p. Two Bull-dog fanning mills were in operation, being equipped with loading and bagging attachments. Two



You can recommend our

FENCE AND GATES

with thorough confidence. There is not a better and stronger Fence made in Canada. It is manufactured from the heaviest and best galvanized wire, every rod of which we guarantee.

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We Are Telling Over 3,000,000 People to Buy From *Armstrong* Dealers!

If you are the Armstrong Dealer in your town, yours is the store into which our advertising will push these people! And you are the man who will cash in on our advertising.

A score and more of the most influential publications are telling their readers facts about Armstrong Well-Drilling Machines—including the Armstrong Special Blast-Hole Machine—and about Armstrong Engines. Over 3,000,000 people are being persistently told these facts—and every statement used in the telling is being consistently driven home by testimony given by users of Armstrong Machines and Engines.

Armstrong Well Drills and Gasoline Engines

Every Armstrong Engine—whether it be of 1½ H. P. or 20 H. P.—gives remarkable satisfaction. It always has power to spare. It is equipped with the most efficient mechanical ignition system ever put on an engine.

And they know that every machine—of any form or for any purpose—is backed by the Guarantee of the big Armstrong Company. And because they know this, they know that they are safe in buying Armstrong-made machinery.

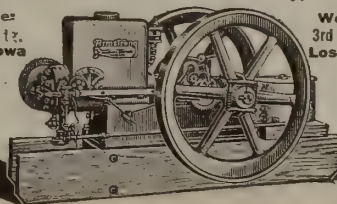
Our new advertising campaign is sweeping in orders for our dealers. Do you want to get your share of the profits? Perhaps we can grant you the agency in your territory. Why not write us and find out?

ARMSTRONG MFG. CO., 204 Drinkle Block No. 2, Saskatoon, Sask.

Eastern and Export Office: No. 11 Broadway, New York City

Head Office:
204 ARMS. BLDG.
Waterloo, Iowa

Western Branch:
3rd and San Pedro Sts.
Los Angeles, Cal.



Bull-dog wild oat and barley separators were also running, their cleaning propensities being shown in an excellent manner by tests on dirty oats and barley. Two Diamond feed grinders, and another fanning mill with high bagger attachment completed this interesting exhibit.

The R. A. Lister Co., of Winnipeg and Toronto, had on view a complete Lister-Bruston automatic electric lighting plant in operation, its capacity being 40 lights. Two other Lister-Bruston plants were also displayed, a 40-light and a 400-light. Six of the well-known Melotte cream separators, handled by this company, were shown, varying in capacity from 300 to 600 lbs. per hour. Two 5 h.p. Lister vertical engines were shown, similar to the engine that was entered for the engine demonstration, and 3 "Canuck" engines, 1½, 2½ and 3½ in horsepower. A display of cotton belting and pump jacks was also made, while six Premier cream separators were shown, varying in capacity from 250 to 500 lbs. per hour.

The Lawrie Wagon & Carriage Co., Winnipeg, showed a tasteful display of their school vans and high-class delivery wagons. An unfinished aluminium panelled wagon body was a prominent

feature in this interesting vehicle display.

The Swedish Canadian Sales, Ltd., Winnipeg, showed four "Record" Swedish-made separators—a small machine of simple design. These separators were all of one size, their capacity being 27 gallons per hour.

The De Laval Dairy Supply Co., Winnipeg, had a tastefully arranged booth that showed practically everything pertaining to dairy supplies. Eight De Laval cream separators were shown, varying in capacity from 125 to 1,350 lbs. per hour. A De Laval milk clarifier was also on view, and a 2 h.p. Alpha engine mounted on a portable truck. Four butterworkers, a Eureka churn, and an exceptionally fine display of milk bottles, cream cans and carriers, butter molds, etc., made this exhibit a singularly interesting one to the farmers who visited the fair. A small model of a silo at the back of the booth attracted much attention from the sight-seeing public.

The Manitoba Anchor Wire Fence Co., Winnipeg, had a line of their woven wire fencing on view, also ornamental wrought iron fencing, gates and metal urns. A set of iron lawn seats completed this interesting exhibit.

The Winnipeg Steel Granary & Culvert Co., Winnipeg, showed a large Road King grader, an Adams road grader, slush and wheel scrapers, metal road drags of the "Split-log" pattern, etc. They also displayed one of their "Perfect" steel granaries, and a galvanized iron auto-cycle garage alongside a motor garage of the same construction. A set of galvanized iron garbage cans, culvert

sections and metal roof-light frames completed the display.

The Garden City Feeder Co., Regina, showed two of their straight feeders, one operated by an engine.

The L'Air Liquide Co., of Montreal and Winnipeg, showed a line of oxy-acetylene generators and tanks, cutting and welding torches, samples of repaired castings, fluxes, welding sticks, etc.

"Cheap" Separators are Costly

The cheap separator, the gaudy, be-painted contraption sold at a ridiculously low price, is rapidly working towards its own death knell among the farming communities of the West. Witness the following remarks from a man prominent in farm and dairy educational work in the Central States. He said:

"The reaction of the mail order and 'cheap' separator has set in; I find cases every day where such machines have proven nearly worthless. They go to pieces in a very little while or become very hard to operate through poor construction, to say nothing of the poor work done. I am in good position to see this, as my work keeps me among the users of separators a good part of my time."

Getting Separator Prospects

How many separator prospects have you still on your list?

How many of these have put you off for one reason or another?

Why not give each one a good stiff canvass right now? Some of those who put you off may have

changed their minds. Perhaps now that the crops are farther along they may feel more like spending the money to buy a good separator. Perhaps you may have a better argument to put up to them now than you had last time.

Whatever you do, don't take it for granted that these prospects are all going to come around and see you when they want a separator. The chances are some competitor will forestall you, and when you get around you will find that some of those whom you expected to sell at a later date have purchased competing machines. Remember that every one of these prospects you close up before mid-August will be one less chance for your competitors later in the season.—De Laval Monthly.

A Milking Machine Patent

O. B. Johnson, Winnipeg, has patented a milking machine of unusual design. The machine, which will be hand driven, is composed of a cylinder with air tight top through which projects a piston rod connected with an interior plunger or piston. On the top of the piston rod is a hand grip, also a variable weight to help the action. A draw off cock is in the side of cylinders, and a relief cock in the bottom, while on its top is a priming valve. Connected to the cylinder is a couple of units whereby two cows can be milked at once. The idea, in brief, is to provide the suctional vacuum by hand power, but it seems from a mechanical standpoint, that the idea is rather impracticable. Patent number is 154,139.

A New House Organ

We recently received from Beatty Bros., of Fergus, Ont., Vol I, No. 1, of the BT Barn Magazine, a house organ which this concern intend to publish quarterly. The magazine is to be published in the interests of more sanitary stable conditions, containing such articles as "Effective Ventilation," "Framing the Barn by Plank Frames," etc. The new house organ starts with a circulation of 10,000, and is tastefully gotten up and printed on excellent paper.

New Plow Attachment

An attachment which can be placed on any plow, and which tends to loosen up the hardpan, has been invented and patented by W. J. Powell, a contractor of Coffeyville, Kan. The device has been tested and found satisfactory. Further tests are to be made this summer in wheat stubble.

Use an Air-Friction 1914 Model "C"

Increases power and economy of motor one-half. Absolutely impossible to choke or load. Uses distillate, gasoline or half kerosene with finest results. Starts easy in coldest weather. We fit all motors, guaranteeing definite results, or refund money. Exclusive county rights. Liberal exchange on other carburetors or old style Air-Friction.

THE AIR-FRICTION CARBURETOR CO.
DAYTON, OHIO.



Your Friends Make Your Business THE EMPIRE LINE Makes Your Friends

Any farmer who buys the

EMPIRE CREAM SEPARATOR

is your friend for life—because it runs most quietly and lightly. The reasons are the ball bearing, the point bearings, the light bowl and splendid workmanship.

Any farmer who buys the

BALTIC SEPARATOR, \$15.00 and up

is your friend for life because he gets the most for his money in this moderate priced machine.

Any farmer who buys the

EMPIRE STA-RITE ENGINE

is your friend for life because he gets an engine so simple it starts right, runs right and Stays-Right. Always on the job—regardless of weather. No pump for gasoline. Only three joints in the gasoline line, where others have fifteen to thirty.

THE EMPIRE CREAM SEPARATOR CO. OF CANADA, LTD.
TORONTO **WINNIPEG**

Insuring Separator Satisfaction

Dealers are in position to do a great deal toward educating their customers properly to care for the machines they sell them. Particularly is this true of the cream separator. The mechanism of the cream separator is not exactly delicate — no more so than the knotter on a binder — but the separator is a little more likely to get out of order.

Most of the complaints dealers receive concerning the results obtained from cream separators proceed from improper adjustment, operation or care of the machine, and it is these things that lead to the return of machines which will do all that is claimed for them under proper conditions. It is, therefore, of the utmost importance for the dealer first to learn just how a cream separator should be placed, operated and cared for, then to urge his separator customers to observe the rules. Strange as it may seem, the average farmer pays more attention to suggestions coming from the dealer at time of sale than he does to the directions accompanying the machine; at least, he is more likely to follow directions closely if he has been warned by the

dealer, says Farm Implement News in a recent review.

The bowl should perhaps be given first attention. Owing to the high speed at which it revolves, it is necessary that the bowl be perfectly balanced—and to insure its remaining in perfect balance the machine should be placed on a firm foundation. Solid flooring, a heavy block of wood to which the separator can be securely bolted, or a concrete block, may be used successfully, with the choice in favor of concrete, because it does not become greasy so easily and is easier to keep clean.

When set in place and ready to operate, care should be taken to turn the crank at the proper speed. The speed is usually indicated on the crank arm; but if not there, it can always be found in the setting-up directions. It is also important that the milk be separated at the proper temperature. Some separators skim milk closer than others—leave less butter fat in the skim milk — but all cream separators leave a larger percentage of butter fat in the milk when the milk is cold.

It is a good practice to run a few quarts of warm water through the bowl before starting the milk

through the machine. The temperature of the milk should be about the same as it is when first drawn from the cow — and the best time to separate the cream from the milk is immediately after milking. After all the milk has been run through the separator, it is a good plan to run through two or three quarts of skim milk to flush out the cream that otherwise would remain in the bowl.

The dealer should advise buyers always to run the machine at the full speed indicated on the crank arm or in the instructions for setting up and operating the separator. If run at a less speed the percentage of butter fat left in the skim milk will be greater. As much as 1 per cent of the fat may be lost on account of the slow speed, whereas the correct speed would cut this loss down to almost nothing. When the machine is operated at a speed higher than rated, there is danger of breakage. The ear soon becomes accustomed to the hum of the bowl when operated at proper speed.

The dealer should impress upon the minds of purchasers the importance of keeping the separator clean. This part of the work is frequently neglected. It should be made a part of the regular work of the dairy. To insure cleanli-

ness the separator should be taken apart quite often, so that the gears and other parts can be well cleaned. The oil collects dust particles which, if not removed, will soon cause the machine to turn harder. Oil cups need to be cleaned out often and the oil should be replenished each time the machine is used. The best separator oil should be used. The machine should be washed every time it is used. The dirt and slimy sediment removed from the milk collects in the bowl, and if not washed out the efficiency of the bowl's separating capacity is materially impaired. To kill the bacteria the bowl parts should be placed in an oven for a while and then exposed to the sun; in fact, all dairy utensils should be exposed to the sun every day, for sunshine destroys all disease germs more surely than any other purifier.

P. & O. Factory Re-Opens

The Parlin & Orendorff Co., Canton, Ill., after the annual shut-down for inventory and repairs, started again in all departments on July 13. By the present outlook it is probable that by the end of summer the plant will be running to its full capacity.

We Want Agents to Handle

Alpha Gas Engines

Ideal Green Feed Silos

AND OUR BIG LINE OF

Dairy and Farm Supplies

There is a growing demand for these lines of "quality" goods. The name behind these goods means a lot to the farmer and profitable and satisfactory trade for you.

De Laval Dairy Supply Co., Limited

WINNIPEG
MONTREAL

VANCOUVER
PETERBORO

Recent Machine Inventions

A recent patent, No. 153,047, is for a land drag, the inventor being R. Delahunty, Nanton, Alta. This drag is composed of two cross-bars joined by side-bars, on each crossbar being a set of drag feet made of flat steel strips curved outward and downward at an angle, something after the style of a G. L. Dodds cultivator and weed destroyer. The blades on the two bars are set at different angles, ensuring thorough displacement of the surface soil.

Patent No. 153,120, by three brothers named Rohe, of Kenmare, N.D., is for a device for extracting traction wheels from holes. A special chain for attachment to the wheels and a wedge-shaped wooden base are the main features of this invention. The double chain, which resembles an anti-skid chain for autos, is clamped to the tractor wheel, which, in revolving in the hole, draws the wedge shaped support beneath it forming a firm surface for the rim.

No. 153, 132 is a Sheaf Loader by J. F. Bergman, Winnipeg. With some changes in the design of the pick-up and conveyors this machine is very similar to existing machines for the purpose specified.

No. 153,175, is a patent straw burner invented by A. Kluneman, of Kindersley, Sask. It comprises a drum with a removable end, a combustion chamber and cross openings that connect with special smoke and combustion stalks. The products of combustion pass from the drum in a circuitous manner before entering the smoke pipe.

No. 153,333 is a grain carrier, patented by J. E. Moscrip, Derick, Sask. This machine comprises a frame and conveyor working on turntables by which the carriers can be swung through angles of 180 degrees.

Potato Diggers for the Far North

The Canadian Potato Machinery Co. Ltd., of Galt, Ontario, have just shipped an O.K. Canadian Potato Digger No. 2, to "The Yukon Gold Co.," Dawson City, Yukon Territory, which travels by rail to Vancouver, then by steamship to Skagway, then to White Horse by rail, and from there to Dawson City by trail. They do not know whether it will be used in the mines for digging gold or not, but it shows that the people of the far North know the value of the use of modern labor

and time-saving machinery, even though it is rather expensive to get.

Also that potatoes are grown quite extensively in the northern regions, although their seasons are short, lasting from May 1st, when they are planted, to September 1st, when they must be dug. This is the second machine of its kind, this company have in the Yukon Territory.

A New Fanning Mill

Canadian Patent, No. 154,355, is for a fanning mill, patent filed by Thomas Parker, Rapid City, Manitoba. The main feature in this mill is a special adaption carried by the oscillating sieve whereby the passing material is distributed evenly over the surface of the sieve. A semi-circular strip is located on the upper face of sieve passing across the same, which in action is claimed to distribute the material as specified.

African Farmers will pay Visit

A party of 53 South African farmers will make an extensive tour of Canada and the United States under the leadership of Johannes A. Naser, a member of the Parliament of South Africa. These farmers have visited Great Britain and Holland, and will land at Quebec in starting their American tour. They will visit the eastern and western provinces, later studying the elevator system and grain handling in Minneapolis and dairy farming in Wisconsin. Chicago and Washington, D.C., will also be visited. Some of the party who come from the fruit growing districts of Cape Colony will remain in the States for some little time investigating fruit farming in California.

Harvest Hands Steal a Train

We are well acquainted with "harvester specials" in Western Canada, but it is not on record that any bright bunch have yet stolen a train from the C. P. R. Recently two hundred harvesters, en route for the Nebraska wheat fields, captured a Northwestern railroad train west of Omaha and forced the crew to carry them to the wheat fields. On arrival they were snapped up by the farmers, disappearing over the horizon. It is estimated that this year the railways of Nebraska have lost \$200,000 in fares through the ubiquitous harvester taking trips without the formality of getting his ticket punched.

Official Estimates of U. S. Crops

According to the expert crop report of July 1, the 1914 wheat crop of the United States was estimated at 930,000,000 bushels, the largest on record. The U.S. Department of Agriculture, however, hold out no hopes for any great reduction in price. The total area planted to wheat is 53,377,000 acres compared with 50,184,000 acres in 1913. The indicated yield is 17.4 bushels per acre compared with 15.2 bushels last year. The four leading cereal crops of the country — wheat, corn, oats and barley, promise a combined yield of 5,210,000,000 bushels, or seven hundred million bushels more than the aggregate yield last year. The total wheat crop, as outlined above, is 167,000,000 bushels more than ever raised before in any previous year.

New Post for Sales Manager

John D. Hollowell, for the past two years sales manager for the Moline Wagon Co., has been made general manager of the Mitchell Wagon Co., of Racine, Wis., and assumed his new duties June first. For ten years Mr. Hollowell was in charge of the sales department of the Winona (Minn.) Wagon Co. Having been so many years connected with the wagon business, he is splendidly equipped for his new position and will have charge of all the departments.

Mr. Manufacturer

The only reason why any dealer will sell your goods is because he believes it is to his personal advantage to do so. His advantage may include better service to his customers and it may not. It all depends on the dealer.—Standard Advertising.

A Carriage 200 Years Old

In the village of Petersham, Mass., there is still in use a carriage said to have been built more than 200 years ago. Tradition says it was imported from France in the reign of Louis XIV. It is a sort of four-wheeled chaise with the body swung on leather thoroughbraces, after the fashion of the old Concord stage coaches. The top is very thin wood, covered with linen canvas and painted. The upholstery was made on a hand loom, from wool and linen. Tires, axles, hubs, bolts, and even the little tacks used to fasten the lining to the body are hand made. Linch pins hold the wheels in place.

"Lion Brand" Rubber AND "Maple Leaf" Canvas Endless Belts

"The Threshermens' Friends"

They are the "guards" that will never betray their trust under any pressure at threshing time—or at any time.

ASK THE USER.

Gutta Percha and Rubber Limited

WINNIPEG

REGINA

CALGARY

Not in any Trust or Combine

Exhibitors at Fremont

Among the exhibitors of tractors and plows at the great demonstration of tractor farming, to be held at Fremont, Nebraska, Aug. 17-22, are:

American Gas Engine Co., Avery Co., Bull Tractor Co., Bullock Tractor Co., J. I. Case Plow Works, Datch Mfg. Co., John Deere Plow Co., Denning Motor Implement Co., Grand Detour Plow Co., Gray Tractor Co., Hart-Parr Co., Hoke Tractor Co., Holt Mfg. Co., Joliet Oil Tractor Co., Kinnaird-Haines Co., La Crosse Plow Co., Lininger Implement Co. (Hackney Auto Plow), Multi-Tractor Co., P. & O. Plow Co., Pioneer Implement Co., Pioneer Tractor Co., Wallis Tractor Co., Ward Tractor Co., Waterloo Gasoline Engine Co.

For instance, the hamlet of Clayton, Wisconsin, has a population of only 220 persons, but owing to the adaptability of the gasoline engine is able to have electric lighted streets. The village is perhaps the smallest community in this country having an independent central station, generating its own electricity. The plant consists of a 12 h.p. gasoline engine attached to a 5 K.W. direct-current dynamo. The operating force consists of one man, and the village gets its illumination from eight incandescent lamps.

It is said that in Wisconsin 140 villages of less than 1,000 population have electric utilities. Forty-one of these towns have less than 500 inhabitants, and there are 293 electric service utilities in the State.

the press in action and complete illustrations and data regarding the various parts. The publication also contains information regarding the Sandwich steel side delivery rake, hay loader, portable engines, grain elevators, spring shellers and feed mills.

Selling Special Lines

There are regular implements and machines that have their regular selling season; certain months create a natural demand for them. This, however, leaves periods of varying duration when business must, of course, be slow or stagnant. That is the dangerous time for the dealer. He is apt also to go slow, to let down his steam pressure. He is prone to live on the profits of the busy

season without augmenting to his profits by pushing other goods. And dealing alone on the purely seasonable lines will never pay the retailer. Fill up the dull seasons with specialties. At the present time there are thousands of lines that can be sold to farmers. The day has gone when all that they sought was simply plowing, cultivating, seeding and harvesting machinery. Power washers, cream separators, engines—there are a host of lines that can keep a man busy 360 days in the year, if only he will investigate the money-making chances that await him in specialty lines. Staple goods are all very well—they are the backbone of a business. Yet the human anatomy needs more to brace it up than the simple backbone, and business needs more to brace it up than the sale of staple goods.

Engines for Lighting Plants

The opportunities of the dealer for selling internal combustion engines is not restricted to his agricultural territory. Daily new uses for the gas engine are being evolved. The latest, according to a report in Gas Power, seems to be their adaption to the operation of small electric light plants for villages.

Sandwich Hay Presses

The Sandwich Mfg. Co., Sandwich, Ill., has just issued a new catalogue covering its line of hay presses. The chief points of merit of the Sandwich line are summed up in the two words "Tons Tell," which is the title of the publication. An excellent colored view of a Sandwich press is shown, also a number of other views of



MEADOWS All Steel PORTABLE GRAIN ELEVATOR

Sold on a guarantee that it has a greater capacity and more good talking points than any other elevator. It is just the thing for track loading, and is the only elevator that can be adjusted to different lengths.

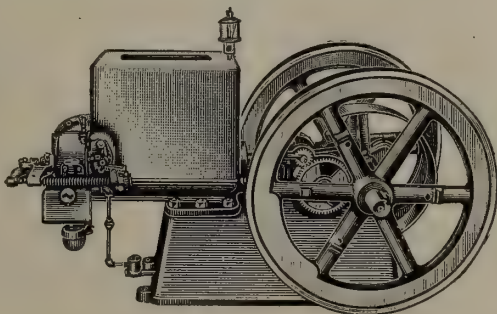
The object of this advertisement is merely to call the attention of good live dealers.

Full particulars will be sent on request

We want a good live dealer in every town. In connection with this we handle the celebrated

**FULLER & JOHNSON
ENGINES,**

both Kerosene and Gasoline.



Henry Rustad

108 Carlton Bldg.

352½ Portage Avenue
Winnipeg, Man.



Massey-Harris Grinder

Scientific design—Substantial Construction.

Patent Quick-Relief Lever for stopping Mill.

Safety Break Pin for stopping Mill automatically if any hard substance gets into the Burrs.

Patent Device for raising and lowering Feed Spout.

Burrs are made of an especially hard mixture of iron and carefully fitted.

Positive Adjustment by means of Hand Wheel.

Perfectly Balanced and bearings are well babbitted, ensuring smooth and easy running.

Five sizes: 6½ to 10½ inch Burrs.

Massey-Harris Co., Limited

Winnipeg Regina Saskatoon Yorkton
Swift Current Calgary Edmonton

The Function of Our Fairs

What is the function of our exhibitions in the Canadian West? Are they not an example of "service," that indefinable keynote of all effort by modern and progressive industries, live stock raisers, etc.? They furnish the public with free information; they are, in many respects, a scenic education for the farming communities. Can not some exhibit show every farmer a way by which he may increase his gross revenue a little, or decrease his operating expenses? Model farms by the departments of agriculture, fruits, grains and vegetables that arouse a spirit of emulation. Farm machinery and equipment that show a man how the labor of meadow and barn and grain field can be eliminated by the application of motor power. And machinery that shows a woman how drudgery can be removed from kitchen, dairy and laundry. Man or woman, the individual discovers that farm work is not necessarily drudgery, rather that it can be done with expedition and the minimum of labor. It is not play — but neither is it slavery! And the more men and women from the farm who make this discovery, the nearer are the agricultural communities to a life that is free, untrammelled and healthy. The function of the fair is to educate. It has a large target, and it knows how to shoot. The lesson for all is easy, and not only attracts interest, but retains interest. The visitor goes away with the lesson learned and with the firm desire to put it into practice. Here lies the function of exhibitions. They are teachers, silent but graphic. They show the lesson; they point the way to better times and better conditions on the land. They are the great annual powers that are going to hasten materially the adequate development of the mighty agricultural resources of our Dominion; not alone the reclamation of the virgin soil, but the utilization to the fullest degree of the farm lands of Western Canada which to-day are by no means producing their maximum in yield of crop or in monetary returns and material comforts to the individual.

Murdering Time

Some salesmen use fifteen minutes to explain a truism which they might state in ten seconds. Probably the prospect knows the truism, anyway. The added talk does not strengthen the first phrase, but uses time and "gets big" only with the ignorant. Concrete illustrations are elusive objects but theories grow on every bush.

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

F. D. BLAKELY, Manager

811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS

\$1.00 per year in Canada; Foreign \$1.25 per year.

Single Copies, Ten Cents

ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, AUGUST, 1914.

Both Sides Should be Heard

In connection with the Saskatchewan Farm Machinery Commission we had something to say in our last issue as to how the evidence given was rather one-sided. We are pleased to note that an agricultural contemporary, the Saskatchewan Farmer, also takes a fair-play standpoint with regard to the commission, as will be seen from the following trenchant article in its pages. The article, appearing below the headline with which we preface these remarks, says:

"It would appear from the information given at meetings of the Commission already held, that the Commissioners are in search of evidence in which farmers have been harshly treated by implement companies in the collection of accounts and notes. Farmers seem reluctant in giving evidence.

"There are two sides to this question.

"It is well known that governments protect themselves by legislation, when they advance seed grain to new settlers, or to farmers who have suffered loss. The seed grain debt is a first charge on the land, taking precedence to mortgages, notes and other debts. But, seed grain is not required unless a farmer has land ready to be sown, and the farmer must first have a plow, harrow, seeder and wagon to commence his homestead duties, and get land ready for crop. These implements in thousands of cases are bought on

credit. Notes are given in payment. Why not let implement men's claims come first? They were the first to trust the new settler, helping him to get a start.

"Perhaps if the Commissioners would look for evidence to show that farmers had been assisted by implement firms, and their notes carried for years, without drastic measures being taken for collecting the same, much evidence would voluntarily be given. Thousands of farmers have been so assisted. It is in most cases when farmers turn ugly, and refuse to answer inquiries re notes, that drastic measures are taken to collect.

"Let there be a square deal. Justice demands a hearing from both sides before final judgment is given.

"A report based on evidence from one side only will at once be subject to attack as partial, and as having reference to less than 10 per cent of all dealings of farm implement men with farmers in Saskatchewan.

"Both sides should be heard."

The Value of Reputation

The dealer who strives to be a real leader and factor in his community must look to that reputation of his to see to it that nothing besmirches it. He cannot afford to be guilty of a single shady transaction of however little importance he may attach to the particular deal. For so sure as he

is found out in the matter of one minor misdeed, he will be adjudged guilty and will find a negative force reacting against him one-hundred fold. For, 'tis the little confidences violated; the little misrepresentations discovered; the little not-the-whole truths detected that reflect on one's reputation and pile up high alongside many good deeds done and throw dark shadows of distrust over them.

The Reader and the Ad.

We wonder how it would strike the average implement dealer if it came to pass that all newspapers, magazines and trade journals suddenly ceased to contain any advertisements. Of course, from a practical standpoint, such a thing would be impossible, since it is on advertising that the revenue of any publication depends. But assuming that we produced an issue of this journal containing not a single advertisement would not you, as a reader, wonder what was wrong? Would you not protest against the lack of facts and statements regarding farm machinery and equipment?

The fact is that only by such a step—by the absolute cessation of advertising in a paper—would the majority of its readers come to realize just how much they depend upon the advertising pages for direction, education and assistance in buying machinery. It may be that the average man does not read advertisements through and through, only he would greatly miss them as a means of keeping him in touch with what was in the market in his particular line. The advertisement is a suggestion, or a giver of information, to the dealer. You want to know what a manufacturer has to say concerning this binder or that plow—you can best learn it from his advertisement. And not only his product, but that of other manufacturers is laid before you. You have your choice; you can scan several advertisements dealing with similar commodities and can write for further information and catalogues.

But that is merely a matter of repetition. What we want to point out is the value of the advertisement to you. It has a value that you do not realize—and will not until you shall have difficulty in obtaining the knowledge you now get so easily from the advertising pages of trade papers.

And when you write to an advertiser who uses these pages it is a little thing to mention that

you saw the advertisement in Canadian Farm Implements. The advertiser wants you to do this. He wants to know through what source your interest was aroused. Should dealers consistently omit to say that they saw the advertisement in these pages, the result is that the advertiser thinks his publicity is not being taken advantage of, and he withdraws his advertisement. Obviously by this step the publisher must suffer, but his loss is shared by the readers of the paper. They are deprived, largely by their own negligence, of the knowledge of goods which are on the market, but of whose existence they are unaware because not advertised in the paper they read.

Always remember that advertisements in your trade journal are inserted for your special benefit. Advertisements live on your appreciation or disappear through your negligence. When you respond to the advertisers' announcement let him know where you saw that announcement. Let him know how you got in touch. It will benefit him, your trade paper publisher and yourself. Drop a line for information regarding the goods that interest you. Get particulars and catalogues so that when the time comes to lay in stock you will be a "better buyer," which means a better retail implement dealer.

The Wealth of Nations

In a recent issue the Statist, a financial journal in London, England, gives some remarkable figures regarding the wealth of the different nations who may be classed as powers.

The wealth of the United Kingdom in 1814 was computed at £2,500,000,000, while a conservative estimate would place it now at about £17,000,000,000, a six-fold increase while population has grown by only 130 per cent. The income of the British people in this period has increased about eight-fold, from £300,000,000 to £2,400,000,000. The wealth of France has expanded five-fold, from under £2,000,000,000 to nearly £10,000,000,000, while her income has risen from £250,000,000 to about £1,200,000,000, with only a one-third-fold (33 per cent) increase in population. The progress of Germany has been equally remarkable. A century ago there was no Germany — only a number of German states by no means over-burdened with income or with riches. Their aggregate wealth and income were probably less than France's.

Now united Germany is estimated to possess an income of nearly £2,000,000,000 and accumulated wealth £16,000,000,000. During the century German's population has grown from 24 millions to over 67 millions, or 180 per cent.

So much for the economic advancement of the older countries, what of the younger nations who in past years have so attracted the surplus population of Europe? We find that their progress is even more marked, inasmuch as the average man who emigrated from the older settled countries was not over-burdened by wealth. In fact, the rise from poverty to affluence in the Americas has often been remarkable in the number of years taken to acquire a fortune.

During the last hundred years the wealth of the United States has increased from about £350,000,000 to something like £30,000,000,000, or nearly ninety-fold; the income has risen from less than £100,000,000 to about £7,000,000,000 a year, while the population has grown from about 8,000,000 to 98,000,000, a twelve-fold expansion. The progress of the other young countries has been small in comparison with the growth of wealth in the United States; nevertheless, when one remembers the meagreness of the populations of Canada, Australia, the Cape, and of South America, and the smallness of their incomes in the early part of last century, the really wonderful advance in their economic well-being becomes apparent.

A Wrong Policy

In factory and store life in America we are too prone to lay off men whenever things get a little dull. This is a hardship on the worker and is the cause of a great deal of our present differences between labor and capital. No manager should cut down his staff unless absolutely compelled. In most businesses there are jobs that could be profitably done, and for the betterment of the business, yet managers often look at this work as an addition to running expenses instead of as an additional value to the plant or warehouse.

A feeling is gaining in the public mind that managers of manufacturing establishments have a larger responsibility than simply making money for the stockholders. In times past men were discharged and laid off on the slightest provocation. No thought was given to their welfare. Suitable men were found by hiring and firing. It is interesting to note that at least one large manu-

facturer has carefully tabulated the cost of employing men and then finding out if they are suited for the work they are expected to do. This manufacturer states that it has been found to cost thirty-five dollars per man to hire a man and put him to work long enough to find that he is inefficient.

In small communities it is especially necessary to keep men in employment as much as possible. Idleness is costly, not only to the man who is idle and his family, but also to the whole community, and means a most grievous waste.

Handling Engine Supplies

In America there are nearly nine hundred concerns engaged in the manufacture of gasoline engines. These of course vary in size from the mammoth power plant engine to the small 1 h.p. air-cooled engine you can pick up and carry away. The implement trade is the obvious medium through which reputable engines are sold to the farmers of this country, yet it is strange that a great many dealers do not think it worth the trouble to handle engine accessories and supplies.

We all know the many uses to which the gas engine can be put on the modern farm. There is little necessity to dilate on that point. And we also know that in connection with engines there are a multiplicity of small items that, for the farmer, are hard to get unless carried in stock by the hardware or implement dealer.

Consider, for instance, fuel. The dealer can profitably carry both gasoline and kerosene, also the variety of oils which are necessary. Cylinder oil, hard oil, cup grease, and many other varieties of lubricant can be used. None of these—either fuel or lubricants—take much space, yet their handling is usually a profitable source of revenue. Batteries and magnetos can also be carried profitably, while special equipment is always required in connection with engines, such as line shafting, belting, pulleys, hangers, etc. Gland packing, cotton waste, rubber hose, cotter pins, wrenches, there are hundreds of items all of which are sooner or later in demand by the engine owner. No great quantity need be stocked, and the initial investment need not be heavy. What is necessary is a good assortment of what is likely to be required, and the accessories that go with the gas engine readily lend themselves to a good display in the window of the store.

Personal

W. C. Swanson is now carrying on a new business for auto supplies in Regina.

L. A. Shank, who carries on a busy implement business at Holdfast, has opened a branch house at Dilke.

Our old friend, Henry Rustad, has returned to the city after a trip which took in all the leading western fairs.

H. L. MacDonald has bought out the retail implement business at Carmangay formerly carried on by James MacLean.

The firm of F. W. Bayles & Sons, which formerly carried on an implement business at Wawota, has gone out of business.

Smith & Oram, an implement concern at Biggar, has been broken up—the partnership being dissolved. The first named dealer continues.

The existing plant of the Pump & Brass Company, at Medicine Hat, of which G. E. McDonnell is manager, will be extended in the near future.

The Dauphin Hardware Co. have sold out their business to the Sutherland & Stelck Hardware & Implement Co. located at the same center.

G. S. Harold, manager of the Regina branch of the Cockshutt Plow Co., has taken out permits for a residence to cost over eight thousand dollars.

A. B. Greer, carriage and harness manufacturer, of London, Ont., recently spent a few days in Winnipeg while on a business trip through the West.

The O-Rib-O Manufacturing Co., Winnipeg, have received a permit to erect a steel metal products factory at Le Pas. The plant will cost \$8,500.

E. Elwood, manager of the Renfrew Machinery Co., of Saskatoon spent a few days in Winnipeg recently on business connected with his company.

John Muir, president and general manager of the Gould Shapley and Muir Co., Brantford, Ont., recently spent a few days in Winnipeg while en route for the West.

E. A. Mott, western manager for the Cockshutt Plow Co., was recently appointed president of the Winnipeg Chapter of the National Fire Protection Association.

Retail implement dealers in the vicinity of Hamilton, Ont., contemplate the organization of a local dealers' association and have applied to the secretary of the

U.S. National Federation for information relative to such institutions.

H. M. Wallis, president of the J. I. Case Plow Co., Racine, Wisconsin, paid us a visit recently on his return from a business tour in the West that took in Calgary and Regina.

A. C. McRae, Winnipeg, started on an auto trip to Chicago recently. He was accompanied by his wife and family as far as Detroit Lakes, Minn., proceeding from there alone in a 40 h.p. car.

E. N. Polson, manager of the Twin City Separator Co., Winnipeg, recently returned from a business trip through the West. He reports business as being very good throughout the territory he visited.

E. J. Mellicke & Sons, Saskatoon, who carry on a lumber and implement business, have been granted authority to increase their capital stock from \$100,000 to \$500,000.

E. A. Mott, western manager for the Cockshutt Plow Company, recently return to his desk after a three months' sojourn in Great Britain. He now looks in excellent trim for business and is hard at work once more.

Chas. McMurdy, formerly advertising manager of the Emer-

son-Brantingham Implement Co., Rockford, Ill. has been appointed head of the agricultural advertising department of Klan-Van Pieterseon-Dunlap, Inc., Milwaukee.

John Sandison, president and general manager of the Adams Wagon Co., Brantford, Ont., recently spent a few days in Winnipeg. While in this city he visited the Cockshutt Plow Co., which concern controls the output of his plant.

Alfred Maw, of Jos. Maw and Co., auto agents, Winnipeg, is at present upon a visit to the headquarters of the Hupmobile Co., Detroit, Mich., where the annual convention of Hup agents is being held. He is accompanied by other members of the firm.

E. B. Sawyer, president of the Cushman Motor Works, Lincoln, Neb., was an interested visitor at the Winnipeg Fair where his company had a good exhibit. He commented on the ever-growing popularity of the Cushman binder engine in the Canadian West.

We regret to note the death, on July 22, of James Anderson, former superintendent of the old Chatham company at Chatham, Ont., and in his day one of the best known wagon makers in Canada. The deceased was a

native of Scotland, coming to Canada as a boy.

A company was recently incorporated, under the laws of Manitoba, which bears the name of the Northern Manitoba Implement Co., the headquarters of the concern being in Lundar. The directors of the organization are: P. Reykdal, G. K. Breckman, S. Einarson, H. Sceinson and A. Anderson.

W. H. Schreiber, general manager of the Canadian Potato Machinery Co. Ltd., Galt, Ont., has just returned from a ten day visit with the Champion Potato Machinery Co., Hammond, Indiana. From the activities around the Champion plant there is every indication that their business is as great as any other year.

S. S. Bean, sales manager of the Tudhope-Anderson Co., Winnipeg, recently returned from a business trip in the interests of his company which covered all three of the prairie provinces. Mr. Bean reports that while in some districts the crop will scarcely be worth cutting in others it will vary from a fair to an unusually good yield.

F. J. Bierman, manager of the Strite Tractor Company, Minneapolis, Minn., was present at the exhibition at Winnipeg where his company showed the Strite tractor, a four-cyl. three-wheel tractor of exceptionally sound design. This tractor, the makers claim, will pull two 8-ft. disks or three 14-inch plows. It travels at from four miles per hour to one and seven-eighth miles per hour.

Even in these days of war and news censorship, a good item has slipped past and has reached our ears from what we believe to be an authentic source. Early next month W. E. Hall, manager of the Cockshutt Plow Co., Calgary, will make a trip eastwards in order to enter the state of matrimony. We may not be able to offer our congratulations, unless we grab him as he passes Winnipeg, consequently we now wish W. E. and the future Mrs. Hall our heartiest good wishes for their future welfare and happiness.

Thought and Agriculture

We must not assume that all farmers are ignorant and unbusinesslike. Some of them are the fathers and brothers of our captains of industry, and are as efficient for their conditions as the city man is for his. The farmer is, however, slower in changing his methods and in adapting himself and his farm to meet new conditions and requirements as they arise. The more

the farmer thinks and the more his brawn is intelligently directed by his brain, the greater will be the resultant satisfaction and success.

Big Demand for Binder Engines

Mr. E. B. Sawyer, president of the Cushman Motor Works, Lincoln, Nebr., who was in Winnipeg during the Fair Week on business in connection with his company's branch office here, advises us that this year's business in the States on Cushman binder engines has been greater than ever before, owing to the great wheat and other small grain harvest, and also to the fact that farmers have become educated to the economy of using engine power instead of horse power for driving the mechanism of a harvester.

The entire stock at the main factory in Lincoln was cleaned out, but the company has a supply at their Winnipeg branch to take care of Canadian business. The display of Cushman engines at Winnipeg Fair attracted widespread attention, the obvious saving of horse power appealing at once to every farmer. The fact that the engine can be adapted to all purpose work still further interests agriculturalists in its capacities.

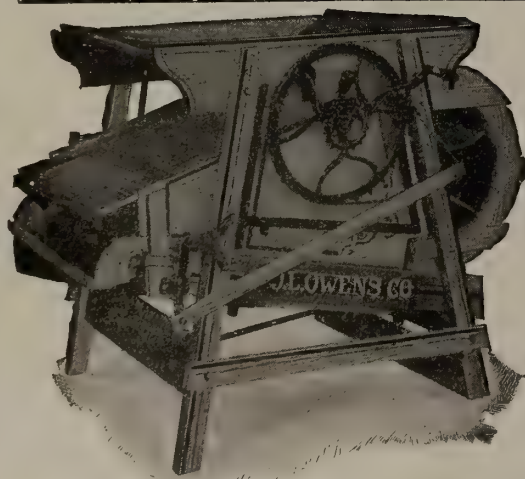
The Real Dealer

A real dealer keeps himself informed about every mechanical appliance used in farming and if it is of any value to his patrons he sees that they get it. He can, if he is honest, intelligent and aggressive, not only make money for himself but be a positive benefit to his community, but he cannot do it by any mere watchful, waiting policy. He must be up and doing.

Canadian Problems

Canada has many problems to-day, and as the country develops the necessity for their solution becomes more and more acute. Witness, for instance, the recent action of the Government who have decided to deport all immigrants of less than three years duration who have become dependent upon the authorities. This, from the standpoint of some, may seem strange, while in Europe there exists agencies and offices who hold out to the passer-by the opportunities afforded by emigration to Canada! Yet it is only one of our problems; over population centralized in our cities during a season of business stagnation.

King of Wild Oat Separators



THE OWENS "NEW SUPERIOR" WILD OAT SEPARATOR

With our patented open and blank space sieves, it positively separates every wild oat seed, causing them to lie flat, and not up on end.

Patented Adjustable Wind Boards

are provided so that blast is always under control. Can blow out as much or as little as you like, making it a perfect oat cleaner and grader. The lower shoe is fitted with a cleaning rack that is adjustable, never touching the sieve, but just close enough to knock out any grain that gets stuck when going over the sieve. It is movable, working back and forth about two inches in opposite directions to the shoe. By this improvement the capacity is increased about 25 per cent.

It is Strong, Well-built and Bolted—Not Nailed

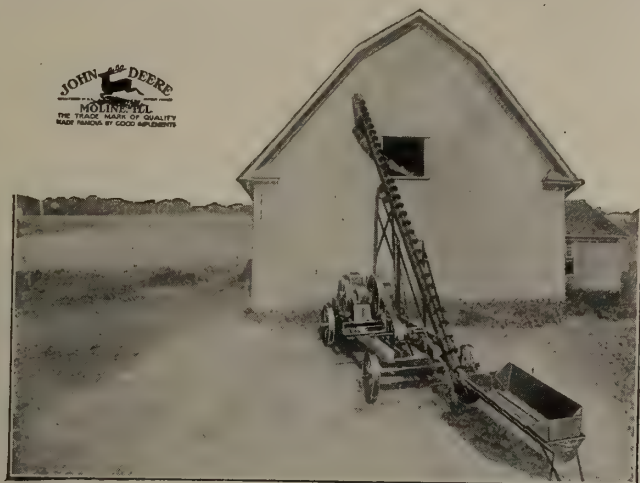
Our machine is built to clean any kind of grain and do perfect work. What the "NEW SUPERIOR" cannot do, no other can do. Exceptionally easy to operate, it will appeal to your customers.

Made in Sizes 24, 32 and 42 inches wide, with or without bagger, and with power attachment for gasoline engine if desired.

WRITE FOR DEALER'S PROPOSITION AND FULL PARTICULARS.

Cushman Motor Works of Canada, Ltd.

289 Princess Street, Winnipeg



John Deere Tubular Steel Grain Elevator

This is a small grain elevator. It will handle wheat, flax, or all kinds of small grain at the rate of fifteen to twenty bushels a minute, or even faster, without damaging the grain.

It is equipped with adjustable feed and whatever quantity of grain desired can be elevated.

Hopper is of ample size to take care of all grain when the wagon endgate is removed.

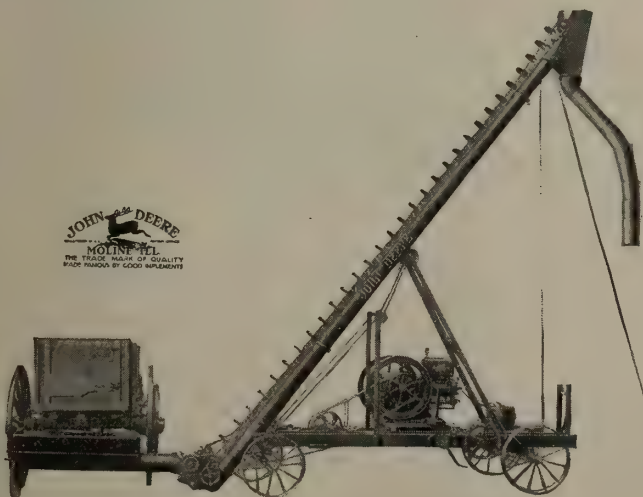
Horse or Engine Power

Any two horse power with tumbling rod revolving not less than 65 or more than 100 revolutions per minute may be used. Our No. 255 two horse Hercules power is specially adapted for running this elevator.

Any standard gasoline engine, from the three to six horse power, will drive the John Deere Elevator and can be mounted on the elevator trucks. When engine power is used, a special attachment for making the necessary connections can be supplied.

Start Right Now

There is no better time to talk elevators to your customers than right now. Point out the value of owning an elevator. The saving in time and labor and the many advantages of the John Deere Steel Elevator over the ordinary run of elevators. Let us send you our booklet giving a full description of the "Only Tubular Steel Elevator."

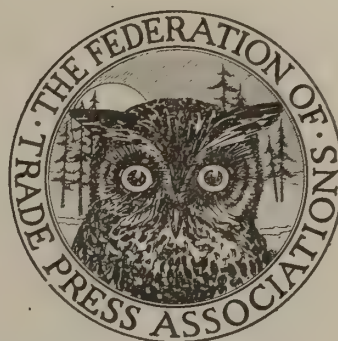


John Deere Plow Co., Ltd.

Winnipeg
Saskatoon

Calgary
Regina

Lethbridge
Edmonton



A Special Invitation to Every Manufacturer, Sales Manager, Advertising Man, Trade Paper Editor and Publisher in the Country

REGARDLESS of what your interest in trade journals may be, you are, in one way or another, a partner in the development of business building and business expansion through the medium of the Business Press. Any advance in trade journalism is of more than pocket-book interest to you. That your individual influence may be recorded—that you may add the light of your experience to that of the notable technical, class and trade journal editors and publishers in the country—you should cross three red-letter days on your desk pad and attend the

9th Annual Convention of The Federation of Trade Press Associations

AT THE

Congress Hotel, Chicago, Sept. 24, 25, 26

Bring with you anything you have to offer in the way of suggestions bearing on editorial circulation, or advertising policies. Or, if you do nothing more, come and listen to those who are making the trade press movement so tremendous a factor in modern business efficiency. One new idea gleaned from this fraternity, banded together for *your* interests, will make your presence at this convention pay you dividends.

Business Building Through the Business Press

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Chicago

Our Women of the North-West

Daily we read of various feminine factors, across the Atlantic in Great Britain, who spend tranquil (?) afternoons in bomb-making, fighting with the police, attempting to dynamite Westminster Abbey, and generally in raising Hades. To the uninterested reader of these exploits of the suffragettes the thought occurs that they must have a nice amount of potential energy that is going to waste. They seek an outlet for their muscular prowess, and can't get it! We offer a solution and a sure remedy for their peevish outbursts of misapplied force. It will be found in the accompanying photographs on this page—namely the work that is done by some of our women in the North-west. Manager Brookbank, of the I H C Edmonton branch is guilty of finding the solution for the nervous and hysterical dementia of the volatile suffragette.

Here he depicts a young lady who, out on the farm lands beyond our northern gateway city,

finds scope for her energies in handling a McCormick binder or in doing a nice bit of plowing. This practical apostle for the cure of feminine hysteria was photographed as she had just finished cutting 80 acres of wheat with a McCormick binder. The insert photo shows her solving the women's rights problem by proving that she can do a man's work—on the seat of a P. & O. sulky plow. These photos are a great credential to modern farm machinery, which is made so simple in design that a woman can now do her own farming if necessary. And, we might say in conclusion this young lady has no brain storms over the vote problem,



One Solution of the Farm Help Problem.

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and, with a healthy appetite due to open-air life, does not need to be forcibly fed.

Rumely Co. Buys Falk Plant

The Falk Co., of Milwaukee, operating one of the largest steel foundries in that city and a manufacturer of special railway equipment, has sold its entire kerosene engine works, operated in connection with its general plant, to the M. Rumely Co., of La Porte, Ind. The Rumely concern is now dismantling the plant and will ship the equipment to La Porte within the next two months. The Falk concern has been turning out about 3,000 stationary kerosene engines each year under Rumely patents, but during the years that it was engaged in this industry the Milwaukee company made several important improvements to the line turned out, and these are included in the sale.

The Rumely organization have announced that they have purchased machinery for the manufacture of small stationary kerosene engines, and that the equipment is now being received and installed at the OilPull factory at La Porte, Ind. This fall the manufacture of engines will commence, the name of the make being the Rumely-Falk engine.

Returned Goods

At a recent meeting of the National Implement and Vehicle Association, consideration was given to the promiscuous returning to factory or branch house of machines and repairs not defective, without order or consent. From the standpoint of economy in the costs of distribution and justice it was considered that rules should be formulated to cover this practice. A committee was appointed to investigate and report later with the expectation of bringing the matter to the attention of the Federation of Dealers' Association.

The fellow with money to burn may live to sift the ashes.

Wide Wagon Tires Condemned

A Minnesota farmer, writing to an agricultural periodical in St. Paul, certainly levels a big slice of condemnation at wide tired wagons—especially in a district where narrow tires are most common. He says:

"Our wagon has four-inch tires and were we buying again, we should give the wide tire a wide berth. The wheels in themselves are heavier than necessary, the wide tires collect more mud than the narrow, and for these reasons the wagon hauls harder. Also, if the roads are wet and muddy, the wide tires are worse for slipping from side to side; and if the roads are rough they do not fit in the narrow track.

"In our neighborhood there is little or no demand for wide tires, and once they were popular. Even if all used wide tires on their wagons, there are the buggies with their narrow tires. They would cut up the roads and the wide-tire fellows would be left in the lurch.

"The only place we can see for wide tires is on the farm. They do very well on stubble land or low ground, as they do not cut in so deeply; and if a person needs two wagons, one may safely be a wide tire. But for such use, we prefer the low trucks rather than the high wheels."

Factory Sites in Minneapolis

A number of business men in Minneapolis have formed a company to handle a tract of 250 acres of land on the east side of that city. This land, it is reported, is to be utilized for the establishment of implement and other manufacturing plants. Factories should be attracted by this movement, and several are already contemplating location in Minneapolis. Interested in this company, which is capitalized at \$300,000, are C. C. Webber, of the Deere & Webber Co., and F. E. Kenaston, president of the Minneapolis Threshing Machine Co.

Live Implement Dealers can secure our Agency Contract.

Our liberal contract means big profits and our extensive advertising campaign will make many prospects in every district.

Prompt payments and fair adjustment of all claims made in the past have won for us much favor, and policies can be easily closed.

Be a big money maker this year and secure policies for

The Canada Hail Insurance Company

AND

The London Mutual Fire Insurance Company

Of Canada (Established 1859)

To insure your customers is to guard your collections. In this way you reap a two-fold benefit.

Write us to-day for full particulars while your territory is still open.

Matthews, Wrightson & Co. (Canada),

GENERAL AGENTS LIMITED

720 Union Bank Building, Winnipeg, Manitoba



Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order
Brandon Pump & Windmill Works

Brandon Man.



Tractor and Plow Tests in England

The Royal Agricultural Society of England recently issued provisional regulations for their motor plowing trials to be held in August or September, 1915. In these trials there will be four classes, as follows:

Class I.—Prize, gold medal and \$125.00. A direct internal combustion plowing outfit of 20 b.h.p. or less, suitable for plowing not more than four furrows 9 inches wide by 6 inches deep.

Class II.—Prize, gold medal and \$125.00. Internal combustion direct plowing outfits over 20 b.h.p. or steam plowing outfits, suitable for plowing not more than six furrows 10 inches by 8 inches deep.

Class III.—Prize, gold medal and \$125.00. Self-propelled plows turning not more than four furrows 9 inches wide by 6 inches deep.

Class IV.—Prize, silver medal and \$50.00. Plow suitable for direct tractor work turning not more than six furrows.

Regulations — Classes I. and II.

1.—For the purpose of these trials an "agricultural tractor" shall be capable of:

(a) Hauling direct in work a plow, cultivator, harvester, or other agricultural implement.

(b) Driving barn machinery.
(c) Hauling a load along a road and on the land.

2.—The machines shall be tested for efficiency in carrying out all three classes of work.

Plowing.

3.—In Classes I. and II. each contestant to plow a given area with his own tractor and plow, commencing with the size of furrow specified for the class. Fuel and water consumption to be recorded, and any variation in depth and width of plowing.

Plowing and Cultivating

4.—Further trials will be made on various classes of soil with multiple plows and other cultivating implements, to be provided by competitors, with which they may wish their tractors to be tried. These further trials to be made at the discretion of the judges.

5.—Special attention will be paid in the plowing and cultivating tests to the weight of machine, space and time in turning at furrow heads and uniformity of finishing.

Tractor Trial

6.—Courses will be set over the roads and land selected by the society, and each contestant shall

declare before starting the weight he is prepared to haul. In road test, fuel, water and other supplies will be noted. With selected engines hill trials will be made. Motors fitted with winding gear will be also allowed to demonstrate.

Power Driving

7.—Each motor to be tested driving a pulley on a brake countershaft. The diameter of pulley, speed of shaft and brake load to assimilate to those of a threshing machine (separator).

8.—Time taken and attendance given will be noted in all trials.

9.—Implements, except plows, unless otherwise stated, will be provided by the society.

Fuel

10. The fuel, solid or liquid, will be provided by the society. Welsh steam coal and liquid fuel of recognized quality will be used.

11.—Competitors must state, in each case, the number of men required to attend to the machine.

12. Special attention will be directed to these points: (a) Weight of the machine, (b) weight per inch width of wheel, (c) mechanical design and construction, (d) adaptability to various kinds of work, such as harvesting and the like, (e) ease and safety of handling, (f) ease of turning, and space required for

same, (g) efficiency of winding gear, (h) facility of attachment, (i) attendance necessary, (j) consumption of fuel, water and other supplies per unit of work done, (k) price.

The trials of self-propelled plows will be on similar lines, and as regards the plows to be used with tractors the following points will be noted: (a) mechanical design and construction, (b) facility and efficiency of attachment to motor, (c) ease of management in work and turning, (d) space occupied in turning, and uniformity of ends of furrows, (e) draught relatively to the work done, (f) perfection of work, (g) adaptability for plowing different widths and depths, (h) price.

While these regulations are only provisional, they give some idea of the rigorous test that tractors will have to undergo. We should see a good showing of Canadian and American tractors at this contest, the results of which should provide uncommon interest.

The True Reckoning

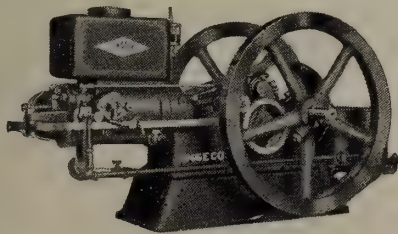
It's good to have money and the things that money can buy; but it's good, too, to check up, once in a while, and make sure you haven't lost the things that money can't buy.

Forewarned is Forearmed

The Demand for Oil Engines is at hand—Be Ready!
Implement Dealers—Are you Ready?

We saw it coming months ago. With our ears to the ground and alert to the needs of the future, we have not been idle. We heard the rumble afar, we planned to be ready when the demand came. Furthermore we wanted to make sure that when we offered you oil engines they would represent the very best—the simplest, safest, surest-to-run and easiest-to-sell oil engines on the market. Here they are!

The
"INGECO"
Throttling
Governor
Kerosene
Engine



For Farm,
Factory,
Foundry, Shop
and Mill,
from 1½ H.P.
to 7,000 H.P.

The time is ripe to introduce oil engines into your neighborhood—engines you can recommend and stake your reputation on—the kind that will help you to more business and more sales because they make good. That means "INGECO" ENGINES—handled by an institution that is not only financially solid, but enterprising enough to take an interest in helping you to make sales—giving you the kind of co-operation that really means something in finding prospects and landing the orders. By our extended mailing campaign we purpose to put our literature in the hands of every one in these Western Provinces who might want our lines. Do you want to share in the resultant business?

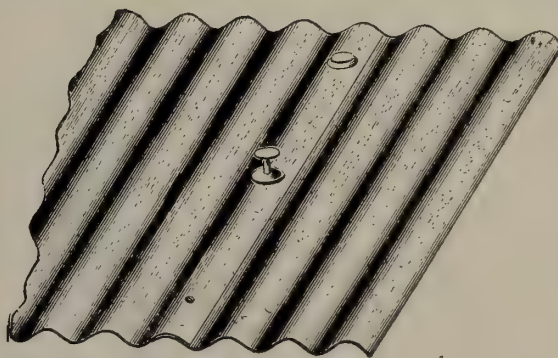
We are now ready to consider agencies for the "Ingeco" line of oil engines, and are prepared to make arrangements with live dealers. We guarantee consumption of kerosene with "INGECO" ENGINES not to exceed in quantity what it takes of gasoline to operate a gasoline engine—think of the saving in dollars in one year—in many cases the price of the engine. Why not secure our contract now while you have the opportunity?

Write us for literature and ask about our special introductory offer.

Burridge-Cooper Co., Ltd. WINNIPEG and REGINA
Address Winnipeg Office for contracts.

CORRUGATED IRON

GALVANIZED OR PAINTED



In Sheets 27½ inches or 33 inches wide. 6, 8, or 10 feet long

The ideal covering for all classes of Farm Buildings

Economical Durable Lightning Proof

*You can sell this material to your customers
and know that they will be satisfied.*

You can meet any competition with our figures in hand. Send us full particulars of your customers' needs for complete estimate.

Winnipeg Ceiling & Roofing Co., Ltd.
WINNIPEG P.O. Box 2186 G MAN.

Our Portable Granary is the best on the market

The Inter-Provincial Fair at Brandon

Large Machinery Display: Fine Livestock Exhibition

The annual fair at Brandon is truly "a farmer's fair." As one stands at the entrance to the splendid grounds, and sees the autos and vehicles that gather to this great annual event, he need be no great student of humanity to observe that the predominating factor in the crowd is the agricultural. The farmer with wife and family is in the majority. From the morning of Monday, July 20, to the last flash of the fireworks late at night on July 24, the crowds that thronged the fair grounds were equal in number, if not larger than would have been the case were the exhibition to have lasted twice as long. The fair at Brandon is one that invariably brings forward a splendid display of livestock. This year was no exception to the rule. With the exception of the horse classes the numbers of livestock exceeded that of most years in the history of the event, and the quality of the animals being shown was a tribute to our Western livestock raisers.

The more often one visits the Brandon Fair the more strongly impressed you are by the natural beauty of the grounds. Since last year the paths have been re-gravelled and graded, and the grounds embellished throughout. The massive grand stand was daily crowded by sightseers who thoroughly enjoyed an exceptionally keen series of horse races and a splendid programme of platform attractions. The numerous side-shows, led by a water carnival that attracted great attention, were well patronized, and it is an amusing parallel to observe the saturnine Indian and his stolid squaw gazing up at the "be-rouged" ladies who give exhibitions of alleged Oriental dancing in front of some of the side shows. In the past the red man and his squaw, decked in war-paint, were looked upon with awe by the "pale-faces." The latter have now robbed poor Lo of his former greatness. The paint is now upon the more pallid physiognomy. As usual Indians from all the surrounding districts flocked to Brandon for the fair. With them it is an event that cannot be missed, consequently a miniature city of tents and teepees stood, as in past years, on the open space to the south of the fair grounds.

This year we were pleased to observe that there were very few

of the "get-rich-quick" variety of booth artists, an admirable condition of affairs compared with former years when the unsophisticated farmer was frequently fleeced by these light fingered gentry. Yet above the chaotic music from the livestock sections, outclassed by the shrill crowing of several scores of roosters in the poultry building, rose the stentorian voices of the leather-lunged "barkers" in front of the booths.

In one particular Brandon outclasses any other Canadian city, and that is in the fact that practically every man you meet—yes and woman—is a booster for the Brandon Fair. There can be not the slightest doubt that the success that annually attends this great event is largely due to this unswerving loyalty of the citizens.



The Machinery Exhibit at Brandon Fair, July, 1914

They have the proper spirit of civic consciousness, the spirit that we so often find lacking in some of our Western cities. And it is the spirit that builds a city as well as an annual fair.

It must be particularly gratifying to the capable manager, W. I. Smale, and to the directors of the fair, that this spirit is so much in evidence in the Wheat City. For the continued success of the Brandon Fair the greatest praise is due Mr. Smale and his assistants. It is a fitting answer to their efforts to provide an educational and interesting exhibition. In the exhibition buildings the display of the Dominion Experimental farms was exceptionally good, and the horticultural exhibits were, for the period of the year, a fine show of what can be grown in fruit and flowers in the West.

This year the farm implement and machinery exhibit was not quite so large as that of 1913, when the Dominion Exhibition was held, yet, as ever, it proved to be the main center of attraction for the farmers who visited the fair. We produce, herewith, a list

of nearly every concern that showed machinery at the fair, giving in detail the leading features of each exhibit.

Tractors, Threshing Machines and Implements

Proceeding from the east side of the grounds the first exhibit encountered was that of the Burridge Cooper Company, of Winnipeg and Regina. Prominent in their display was a Taggart Portable Grain Elevator, a 30-60 h.p. 4 cylinder Geiser gasoline tractor driving a 33 x 56 New Peerless separator. Alongside this outfit was ranged a Diamond Tractor, 36-40 h.p., and a 25 h.p. portable Ingeco engine suitable for oil or gasoline as fuel. The Strite, a new type three-wheel tractor of 12-15 h.p., for power or haulage,

Battle Creek, Mich., and Winnipeg, showed a 22 h.p. oil tractor driving a 32 x 52 Red River separator with full attachments. A 20 h.p. compound steam engine was attached to a 32 x 52 Red River separator complete.

The Huber Manufacturing Co., of Marion, Ohio, and Winnipeg, displayed a 15-30 h.p. Huber tractor running loose, and a 30-60 Huber gasoline tractor driving a 36 x 60 Huber separator with full attachments. A 25 h.p. steam engine, equipped for plowing, was attached to a 36x60 Huber Separator completely fitted up. A 32 x 54 separator was driven by a 25 h.p. Stover portable engine while five fully equipped Huber separators were also on view, three being 22 x 40 in size, one 18 x 36, and one 32 x 54.

The Universal Electric Co., Winnipeg, showed one of their 35 lamp farm electric lighting plants, the dynamo being operated by a 2½ h.p. Gould Shapley & Muir "Ideal" engine.

The Canadian Stover Co., Brandon, had an exhibit comprising a battery of their stationary engines, grain grinders, wood and pole saws, pulpers, pumps and pump jacks, washing machines, blank plow shares, etc.

The Brandon General Agency of the International Harvester Co. of Canada showed a 45 h.p. Titan tractor operating a 34 x 56 Buffalo-Pitts separator, and an 18-35 h.p. Titan, working on gasoline or kerosene, operating a 28 x 42 Goodison separator fully equipped. A 15-30 h.p. Mogul tractor drove a 28 x 48 New Racine separator, and a 45 h.p. Mogul tractor a 36 x 56 Aultman-Taylor separator. A 20 x 32 Goodison separator driven by a 10 h.p. I.H.C. portable kerosene engine made a light outfit that attracted considerable attention. An 8 h.p. I.H.C. stationary engine drove a 20 x 32 New Racine separator while a 25 h.p. portable kerosene engine was running free. A 5-furrow P. & O. engine gang plow was on view, also a 5-furrow Oliver engine gang plow, and a 24-inch P. & O. scrub breaker of massive proportions. A 4 h.p. I.H.C. skidded engine, a 10½-inch Vessot grinder, Chat-ham & Petrolea wagons and Aultman-Taylor water and oil tanks completed a very fine display of machinery.

The Canadian Fairbanks-Morse Co., Winnipeg, showed a 20-40 h.p. Fairbanks-Morse tractor, which drove a 28 x 50 Decker separator. A 15-30 h.p. tractor was attached to a 27 x 45 Farquhar separator, while a special combination Fairbanks-Morse separator, 26 x 32 in size, was also shown. An 8 h.p. portable engine as made by this company completed their exhibit.

Nichols & Shepard Co., of

George White & Sons, London, Ont. and Brandon, showed a 25 h.p. simple steam engine oper-

ating a 40 x 66 Challenge separator, also a 25 h.p. special White steam engine driving a 36 x 60 Challenge separator. A 20. h.p. steamer was attached to a 32 x 52 separator, along which stood a 25 h.p. steam engine specially equipped for plowing. A 28 x 46 Challenge separator was unattached. A sample of their fire box shaking system was also shown by this company.

The Sawyer-Massey Company, Winnipeg and Regina, showed one of their 20 h.p. simple steam engines driving a 29 x 44 Daisy separator fully equipped. An Eclipse separator fully equipped was also displayed alongside the 25-45 h.p. gas tractor that won the gold medal in its class at the 1913 Winnipeg Motor contests. A 27 h.p. compound steam engine drove a 32 x 56 Great West separator with full attachments, while special steel gasoline tanks, belting, machined and finished parts, etc., were prominent. An additional feature in the Sawyer-Massey exhibit was a three-furrow Hackney Auto Plow, made by the Hackney Auto Plow Co., St. Paul. This machine, which was 20-24 h.p., with its 14-inch plows, attracted much attention.

Goold, Shapley & Muir Co., Winnipeg, showed a special 22 h.p. G.S.M. gasoline portable engine which drove an Eclipse separator by the Sawyer-Massey Company. An 8 h.p. Ideal stationary engine, and a 12 h.p. Ideal portable engine were also on view. Two Maple Leaf grain grinders, 10-inch and 13-inches in size, were shown, being equipped with ring oilers in the bearings.

The Robert Bell Engine and Thresher Co., of Seaforth, Ont., and Winnipeg, showed a 30. h.p. steam rear-mounted tractor with steel gears, which drove a 36 x 60 Imperial separator fully equipped.

The Waterloo Manufacturing Co., of Waterloo, Ont., and Portage la Prairie, showed a 22 h.p.

simple steam engine operating a 33 x 52 Waterloo Champion separator with full equipment.

The Hart-Parr Co., of Charles City, Iowa and Portage la Prairie, had on view a 27 h.p. oil tractor with a single cylinder engine, driving a 29 x 48 Moneymaker separator. They also displayed one of their famous self-lift 4-furrow plows.

The Central Garage Company Carberry, had an interesting display of Gray stationary engines. Four of these engines were shown, varying in horse power from 1¼ h.p. to 2½ h.p., also a sectional engine showing the parts. James White, manager of the company was in charge of the exhibit.

The Garden City Feeder Co., Regina, showed two of their feeders, both straight and wing types being demonstrated.

The Prairie Grain Tank Co., Winnipeg, showed one of their Prairie grain tanks, 1,050 bushels capacity, also a combination grain tank and implement shed that attracted the attention of those visiting the fair.

The Metallic Roofing Co., of Toronto and Winnipeg, showed one of their 1,000 bushel galvanized iron, steel frame grain tanks.

The Metal Shingle & Siding Co., Winnipeg, showed a 1,000 bushel grain tank of galvanized corrugated iron construction.

The Winnipeg Steel Granary & Culvert Co., Winnipeg, had on display one of their ornamental galvanized iron garages 12 ft. by 18 ft. in size.

The MacDonald Thresher Co., of Stratford, Ont., and Winnipeg, had on display one of their 28 x 50 Decker separators.

The Currie Manufacturing Co., Lauder, Man., showed one of their Webber power fanning mills driven by a 3 h.p. Just-Rite gasoline engine, also a Webber hand driven mill. A one horse power Just-Rite engine and a Currie

automatic grain pickler completed an attractive exhibit.

Manitoba Engines Limited, Brandon, had an excellent display of their widely-known goods in their special building. Portable gasoline engines of the "Manitoba" make were shown in 12, 17 and 30 horse power, also Manitoba stationary engines in 6, 8 and 12 horse power. Of special interest was a combined engine and saw, mounted on one frame, the engine being 6 h.p. Two 1½ h.p. air-cooled engines, pole and wood saws, wood and iron pumps of various sizes, made a very effective display, flanked by two floor grinders 12-inch and 8-inch in size. In front of the building a 10-foot "Manitoba" Pumping Windmill in operation completed one of the best exhibits of the entire fair.

Gray-Campbell, Ltd., Winnipeg and Moose Jaw, had on view three of their Chatham fanning mills, in both hand and power types and equipped with low and high bagger attachments. A truck scale and one of the company's Imperial kitchen cabinets were prominent, also a fore-door 24A, cutter and a standard buggy with top. One of the finely up-

holstered davenport made by the company offered a tempting resting place for the tired.

Our old friend, Henry Rustad, Winnipeg, showed one of his Meadow's Portable Grain Elevators, and an "Automatic" washing machine operated by a 1½ h.p. Fuller & Johnson engine. An Automatic hand power washing machine completed a very nice exhibit.

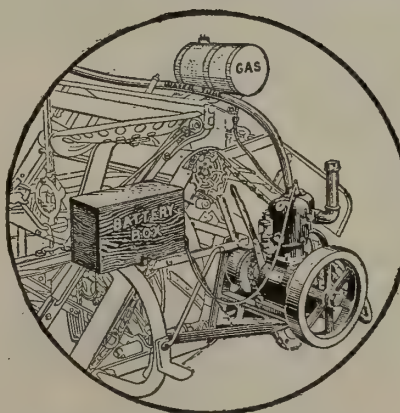
Beatty Bros., of Fergus, Ont., and Winnipeg, had a comprehensive display of their galvanized steel stalls, mangers and stanchions, hay and litter carriers, hay forks, water tanks and a special stall, fully equipped, completed this exhibit.

The Loudon Hardware Specialty Co., of Winnipeg, showed their litter and hay carriers, barn doors, steel stanchions, stalls, etc.

The Stewart Sheaf Loader Co., Winnipeg, had on view two of their complete sheaf loading machines, one being in operation. These machines attracted a great deal of attention from farmers and threshermen visiting the fair.

The Jackson Sheaf Loader Co., Neepawa, showed one of their

Cushman Binder Engines For All Power Purposes



4 H.P. Weight 167 lbs.
Fits Any Binder
Same Engine Does All Purpose Work.

These are the Standard Light Weight Engines of the world for all power purposes requiring steady, reliable power under different conditions and at different speeds. Forced water cooling system prevents overheating. Schebler Carburetor, equipped with our exclusive patented economy tube, prevents waste of gasoline. Automatic Governor insures steady speed on varying requirements.

Cushman Motor Works

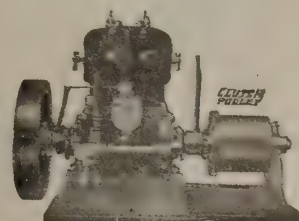
of Canada, Ltd.

289 Princess Street, Winnipeg

Builders of Light Weight High Power
4 Cycle Engines.

N. St., Lincoln, Nebr.

Distributors of Grinders, Fanning Mills, and other
Power Driven Machines.



6-20 H.P. Weight 320 lbs.
For Threshers and All Purpose
Work.

4 H.P. for Binders

6 to 20 H.P. for Threshers

BRADSTREET'S

Established 1849 Capital and Surplus \$1,500,000

Offices throughout the civilized world. Correspondence invited

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Halifax, N.S.; Montreal, Que.; St. John, N.B.; Hamilton, Ont.;
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C. G. SCHAFFTER, Supt., Commercial Travellers' Building,
WINNIPEG, MAN.

combination sheaf loaders and carriers, a machine that has recently been brought out and which was a prominent feature at the fair.

The Ontario Wind Engine and Pump Company, of Toronto and Winnipeg, showed four Chapman gasoline engines, varying from two to seven horse power, also seven feed grinders in sizes from 6 to 12 inches, and a special combination motor grinder 14 inches in size. Prominent in the exhibit was a 5-ton Aylmer Pitless scale and three scales of 600, 2,000 and 12,000 lbs. capacity. A pole saw and an 8-foot Air-motor windmill were shown, also a fine display of wood and iron pumps, pump jacks and Eureka pump cylinders. An interesting feature was a No. 4 Chapman well drill complete, equipped with all tools and operated by a 7 h.p. engine. A 2 h.p. Chapman engine, operating a gear-driven pump completed a

very fine display by this well-known concern.

George Thomas, Brandon, showed one of his patent thresher jockey pulleys, demonstrating its efficiency by a model of the patent. This idea, which prevents belt slippage due to side-winds or the outfit being out of alignment, is most ingenious and should have a ready sale among power users.

mill Works, Brandon, had on view a battery of their wood and iron pumps for both stock and domestic use. A large variety of pump jacks was also shown, a "Little Jumbo" 1½ h.p. engine and an eight foot Flint & Walling grinder and saw frame were shown, also galvanized iron tanks and pumps in operation. Our old friend, H. Cater, was in charge.

shown; a 3 h.p. Alpha stationary gasoline engine completing a very nice display.

The National Manufacturing Company, Ottawa, showed four of their cream separators varying in capacity from 500 to 1,000 lbs.

The Beatrice Cream Separator Co., Chicago, showed six of their machines.

The Swedish Canadian Sales Co., Winnipeg, had on view four of their 27 gallon cream separators.

The McLaughlin Carriage Co., Winnipeg, showed one of their 28 h.p. touring cars, complete with electric starting device, also a 32 h.p. touring car with an electric starter. This display, in a tastefully decorated booth, was productive of much interest from visitors at the fair.

R. A. Lister & Co., Winnipeg, showed one of their Lister-Bruston automatic electric lighting plants for farm use. This plant was fully equipped with switchboard, etc., and was in operation. The company also showed a battery of five Melotte cream separators varying in capacity from 350 to 1,000 lbs. per hour.

Farthest North!

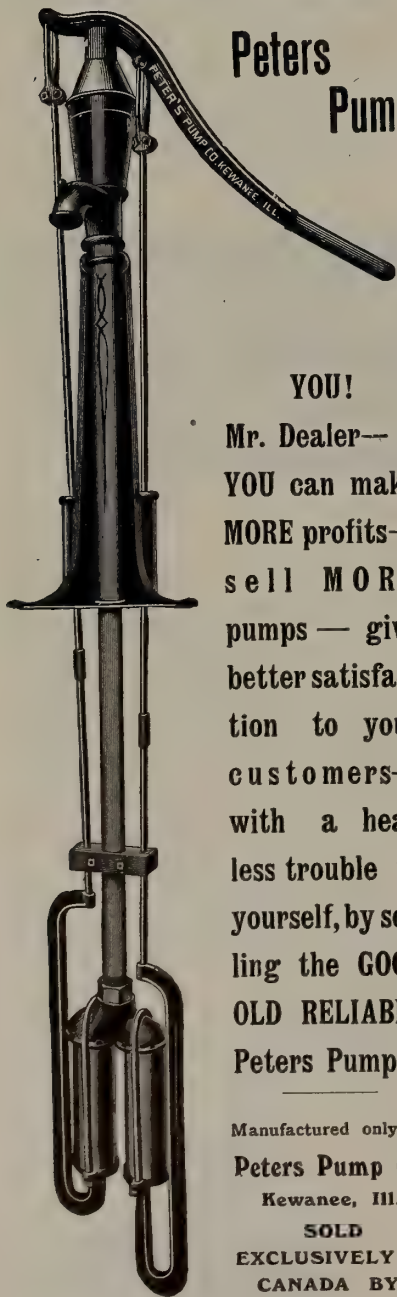
The interesting illustration on this page is that of the farthest north agency of the International Harvester Company of Canada. This agency is located at St. Walburg, Saskatchewan, 40 miles north from the nearest station, which is Paynton on the C.N.R. Across the North Saskatchewan River, in that lone land which, however, is an excellent farming country, Rudolph Musch, implement agent, carries the totem of the I.H.C. goods. The photograph on top shows Mr. Musch in front of his store, while below will be seen the wide vista of prairie lying beyond this northern agency, which should bring to our readers some conception of the vastitude and loneliness of the Canadian Northwest during winter. Who will not admit that the man who carries implements into the virgin territory of the Northland is not a pioneer of civilization and progress?

The Cost of Publicity

Have you ever stopped to consider how much effort, how much expenditure of energy, of brain and money—how much cumulative force of advertising it has taken on the part of the manufacturer to bring one solitary customer into your store, trained to call for his product by its name?

The Only Original

Peters Pump



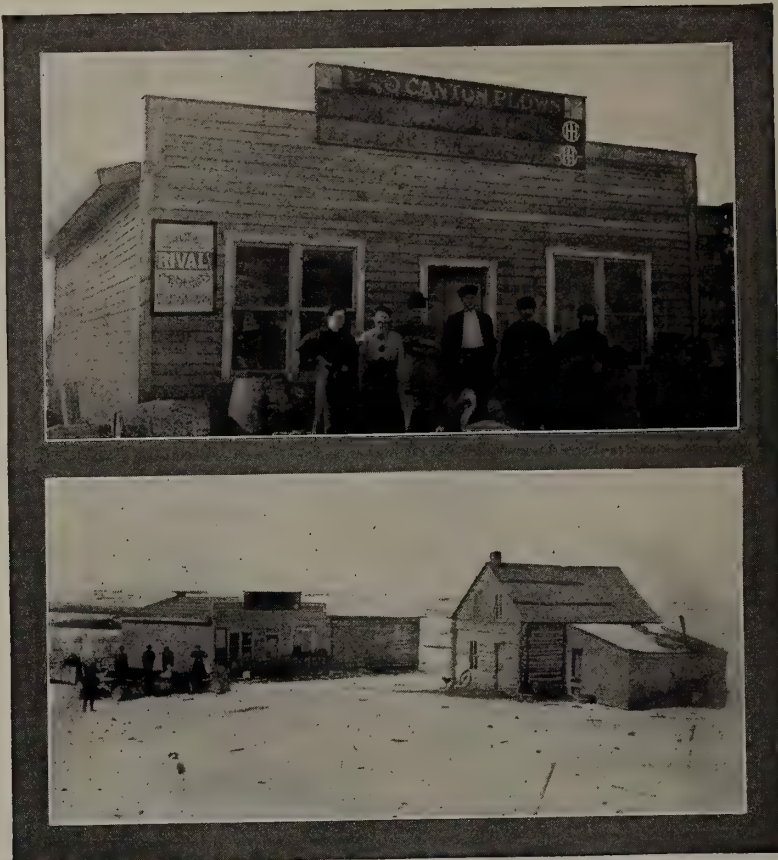
YOU!

Mr. Dealer—
YOU can make
MORE profits—
sell MORE
pumps—give
better satisfaction to your
customers—
with a heap
less trouble to
yourself, by selling the GOOD
OLD RELIABLE
Peters Pumps.

Manufactured only by
Peters Pump Co.
Kewanee, Ill.
SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope-Anderson Co., Ltd.

Winnipeg, Regina, Calgary, Saskatoon, Brandon, Swift Current, Yorkton, Lethbridge.



Farthest North Agency of International Harvester Company of Canada.

Allan Quarrie, Oak Lake, Man., showed one of his patent O.K. Rack and Box lifters, a simple, but wonderfully effective device for raising wagon boxes and racks. It can also be adapted to a wide variety of uses on the farm. This device is made by the Brandon Machine and Implement Works.

The Brandon Pump & Wind-

Dodds & Detwiler, Winnipeg, showed a D. & D. 10-ft. Cyclone cultivator and a 12-ft. Cyclone weed destroyer and dust mulcher. A Prof. Shaw reversible mulching harrow and a D. & D. Gooseneck cultivator were also in evidence. The Green Dragon reversible cultivator for root cutting and surface smoothing attracted much interest in this excellent display of dry land farming implements.

The Morris Improved Beading Tool Co., of Minneapolis and Winnipeg, showed one of their beading tools at work on a section of boiler end plate.

The Canadian Hog Motor Co., Winnipeg, had on view one of their "hog-power" motors, the power for grinding the feed being derived from the poking propensities of the olfactory organ of the porcine species—or, roughly, from the hog's snout!

The De Laval Dairy Supply Co., Winnipeg, had an excellent display in a tastefully decorated booth. Five of their cream separators were shown, varying in capacity from 350 to 900 lbs. A Eureka churn, a separator, electric power attachment and a finely conceived model silo were also

FRAZER AXLE GREASE.



Not affected by Heat or Cold.
Highest Awards at Centennial, Paris
and World's Fair.

MANUFACTURED BY FRAZER LUBRICATOR CO.,

Factories: St. Louis, New York.

NICHOLSON AND BAIN, Agents,

WINNIPEG, MANITOBA.

For Salesmen

It is a hermetically sealed Certainty that any man can sell easiest the Line of Goods he hasn't got. Wherever he goes, everybody wants them. Even the Salesman representing them can sell Something Else easier. Whenever you find a Salesman telling his House that he's got a cold gray Cinch in his own Line, and that his Competitors are the Only Ones that have to work like a stoker in hell, you want to remove from his reach anything he's

liable to hurt himself with, because he's surely headed for the Cushioned Chateau.

The Capacity of Harvesters

The United States Department of Agriculture gives some interesting figures with regard to a day's work in the harvest field, the day being of 10½ hours duration. The capacity of one 5-foot binder drawn by three horses is 9.26 acres; with a 6-foot machine, 10.96 acres can be harvested. A 7-foot machine, drawn by four

horses, harvests 15.24 acres; while an 8-foot will cut and bind 18.19 acres.

The yield of grain has much to do with the number of acres a man can shock in a day. Where the yield ranges under bushels per acre, 10.09 is considered a fair day's work; a yield of twenty to forty bushels brings the acreage that can be shocked down to 8.73; and where the yield runs as high as sixty bushels, the acreage is still further decreased, the figure being 8.46. Above a sixty-bushel yield, a man can shock only 7.36 acres.

In the use of mowing machines it was found that a 7-foot cutter bar is most efficient. With a 5-foot machine, drawn by two horses, 8.85 acres were cut. An 8-foot rake, drawn by one horse, went over 11.29 acres, while a 10-foot rake, drawn by two horses, almost doubled the efficiency by raking 17.91 acres. A 6-foot tedder, drawn by one horse, teded 9.75 acres, whereas a 10-foot machine, drawn by two horses, teded 15.88 acres.

Get in line for collections.

Handle the Gold Medal Line

Five of our Mills were entered in the 1913 Grain Cleaning Competition at the Winnipeg Exhibition, four winning first prize Silver Medals in each class, the other securing the only sweepstakes Gold Medal awarded in this competition.

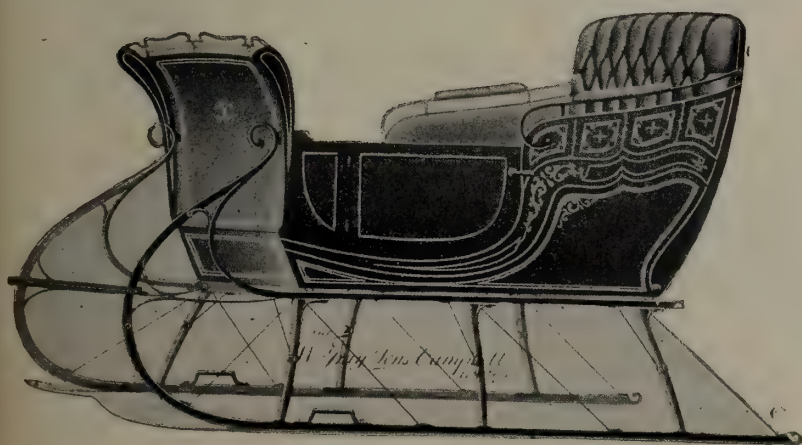
The Judges of last year's Grain Cleaning Contest therefore verified what we have always claimed, that the

Chatham is the Best Mill on the Market

Our contention, has therefore been absolutely endorsed by unbiassed experts. Farmers in every district in Canada want the BEST MILL, consequently there is a steady and ever-growing demand for

Chatham Mills

Are you prepared to meet the demand?



No. 31.—Cutter with Fore Doors

The Chatham Chain Drive Fanning Mill

Good live agents wanted at all points to handle our full line of buggies, cutters, scales, mills, kitchen cabinets, etc.

Catalogues and full particulars upon request
Write us To-day

GRAY-CAMPBELL LIMITED

Head Office; MOOSE JAW, SASK.

Branches; WINNIPEG BRANDON SASKATOON CALGARY EDMONTON

An Interesting Exhibit

At the Panama-California Exposition, San Diego, Cal., which opens on January first, 1915, the International Harvester Company will put forward an exhibit that can only be termed unique. The company have taken a large area of land alongside the Alameda, one of the main streets of the Exposition grounds. The area has been sown in natural crops which will appear in different stages of growth. There will in addition be an orchard of various fruits, in which the cultivation, seeding, the work of spraying, the spreading of manure, and other farm functions will be performed in the most modern manner by the use of an orchard tractor. And in the larger area the company's implements

are not standing idle, but hard at work, moving up and down the rows, plowing, harrowing. There will be a chance to see the latest machine types in actual operation, and it is a chance which will be accepted.

Why the Subscribers Paid Up

A newspaper in the Southern States tells the following story which we doubt not would be applicable to many a Western weekly, if only the editor would tote a gun: "The editor of a Kansas paper says that he picked up a Winchester rifle recently and started up the street to deliver the weapon to its owner. The delinquent subscribers got it into their heads that he was on the war path, and everyone he met in-

sisted on paying all he owed. One man wiped out a debt of ten years' standing. On returning to the office he found a load of hay, fifteen bushels of corn, ten bushels of potatoes, a load of wood and a barrel of turnips."

The Dream and the Doer (A Fable)

Once upon a time, for the reason that the sun was exceeding hot, and business exceeding dull, I sought a cool and remote spot and there fell asleep. And as I slept I dreamt a dream!

Before my vision there arose in mammoth array all the agricultural colleges and scientific agricultural seminaries that exist in the world to-day. From their open doors emerged legion after legion of graduates—each with lofty mien and high classical forehead—bearers of education to the toilers of the soil. And, in my dream, I bethought me that no longer should ignorance prevent the full fruition of the earth's crust; no longer should the man with the hoe wield that implement of agriculture without scientific knowledge of hoe-craft.

On the bosom of that vast army of agricultural educationalists I was borne into a far country, where suddenly I stood alone, and I was cognizant of a great aggregation of knowledge in my brain.

Looking around me I saw fields of oats and barley and wheat. And the crops were exceeding poor, so poor that I bethought me of how my knowledge would increase their density by one hundred per cent. In the midst of these fields stood a humble shack, and near it a man labored in a field of cabbages. They were not cabbages such as I had

seen in the illustrations of textbooks!

Hurriedly I approached him, and addressed him saying: "Toiler, listen unto my words of wisdom." But he looked not up, only bent industriously among his cabbages and kept on working.

"Know you not," said I, "that I, full of sapient wisdom, bear a message for such as you. I can give you the amassed agricultural wisdom of the ages, can tell you all about the nitrogen—why of fertilizer; the alchemy of the rays of the sun, the microscopic cell structure of plants, the cryptic chemistry of root and runner, the mechanical efficiency of the hoe properly applied."

Slowly he straightened his bent back and meditatively rubbed his calloused hands upon his torn and patched overalls. His gaze fell upon what he had produced, upon the stunted cabbages and the meager grain. His lack lustre eyes lighted, and he spoke:

"I want to ask you but one question," he said.

"Speak on," replied I, "be it of chemistry, soil physics, horticulture or crop rotation, I have the answer!"

A grim smile spread across his weather-beaten countenance.

"Son," said he, "where in Hell are YOUR cabbages?"

The Twin Competitions

There are two kinds of competition—competition of price and competition of service. Price competition in many lines of business is giving way to that of service.

GRAND TRUNK PACIFIC EXCURSIONS VIA "GREAT LAKES" TO

London, Hamilton, Toronto, Stratford, Niagara Falls, Montreal, Quebec, Halifax, New York, and all points in Eastern Canada.

STEAMERS

"NORONIC" "HAMONIC" "HURONIC"

The Quickest Route to Eastern Canada with
Longest Sail in Finest Steamers

Double Daily Service

to Winnipeg, Regina, Saskatoon, Edmonton,
New Route to Battleford and Calgary.

Arrange Your Trip NOW!!!

Travel in Grand Trunk Pacific fan-cooled, electric lighted sleepers. Get the best dining car service. Enjoy real comfort and have a pleasant trip. See our agents for full information.

W. J. QUINLAN,

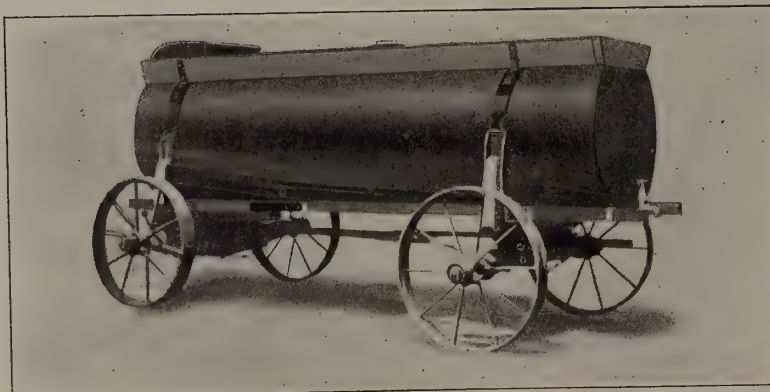
District Passenger Agent.

260 Portage Avenue, Winnipeg.

Your Chance, Mr. Dealer—While This Lot Lasts

WAGON TANKS

We have in stock a number of our regular Wagon Tanks. These are made in two sizes, the capacities being 300 and 400 Imperial Gallons.



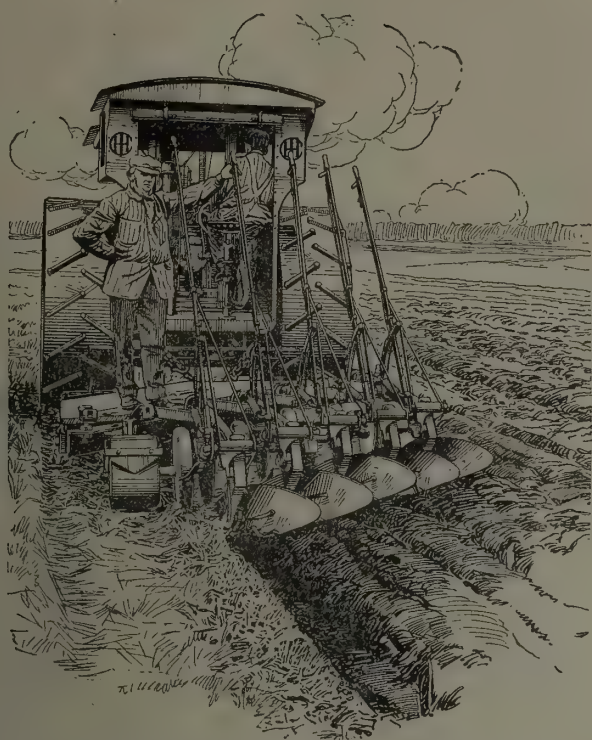
Style B Tanks, 300 and 400 Gallons Capacity.

WAGON TANKS

You will never have a similar opportunity to secure high grade tanks at so reasonable a price. They are made of the best sheet steel, perfectly rivetted, and will appeal to your customers.

Write us Today for full description of these wagon tanks, and for our special discount on them which makes them an unequalled bargain for any dealer.

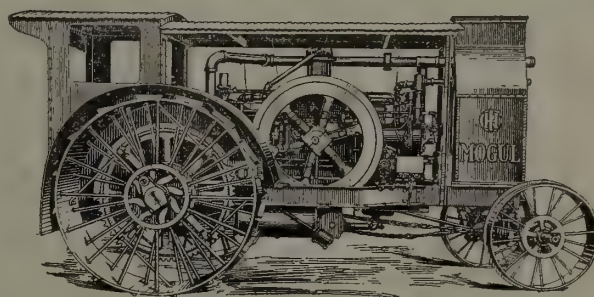
RED RIVER METAL COMPANY, WINNIPEG 51-53 AIKINS STREET



Ahead of the Procession

THE public is just awakening to the possibilities of tractor over horse use, and yet experts see that the oil tractor is coming into common use on the farm just as surely as they once saw the binder come.

THAT enterprising agent who studies his neighbors' power needs, as to hauling, threshing, pulling plows and other field machines, hulling and road making, and places International Harvester tractors here and there, properly sold, will have an excellent foundation of satisfaction at work for him when in future years buyers come more rapidly of their own accord.



International Harvester Oil Tractors MOGUL AND TITAN

are made in 15-30 to 30-60 horse power sizes, operating on low or high grade fuel oils, easy to operate, simple and powerful in engine and transmission—and they have the International Harvester standards to back them.



WHY not add the I H C tractor line to your lines? A bit of deliberation with the manager of the branch house will post you further as to all the possibilities and may start something interesting and profitable. At any rate it is worth your time to try.

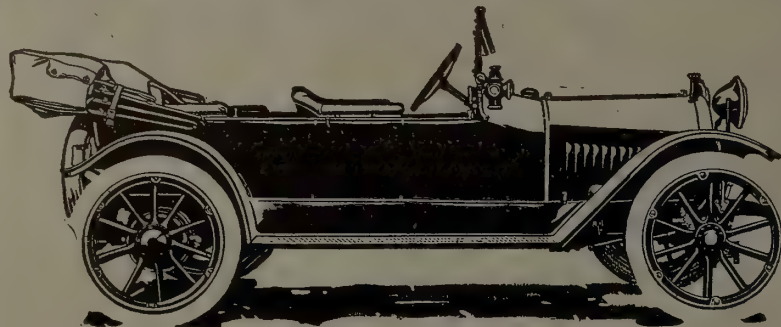
International Harvester Company of Canada, Ltd.

WESTERN BRANCH HOUSES

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.;
Winnipeg, Man.; Yorkton, Sask.

Hupmobile

"The Car for the Farmer's Family"



Touring Car, regular equipment, \$1,230, f.o.b. Windsor. With electric lighting and starting, demountable rims, over-size tires, tire carrier, \$1,380, f.o.b. Windsor.

ECONOMY

The net average repair cost of the Hup owner is less than 2 mills per mile. That's one striking instance of Hup economy. But Hup economy also includes low gasoline cost, low oil cost, low tire cost. It includes, too, low depreciation. Hup owners figure the latter at one cent a mile. Prove these facts for yourself. Ask any Hup owner. Then give us a chance to tell you—
 Why the Hupmobile costs less to run—
 Why the Hupmobile commands a higher second-hand price—
 Why the Hupmobile is "The Car of the Canadian Family."
 These Hup reasons are important—let us give them to you.

Joseph Maw & Company, Ltd.

112-118 King Street Distributors for Western Canada WINNIPEG

The New Steel "Humming Bird" Separator



There is evolution in all things. The days of the old-fashioned, wood-built separator are fast fleeing. The "Humming Bird" is the outcome of more than a quarter of a century's experience in threshing machinery building. It is the work of the famous Wood Bros., of Des Moines, Iowa, and in every respect represents the very summit of construction required by modern methods of farming. Not until 1913 did the first "Humming Bird" make its appearance. Careful and severe tests proved this new creation to be the best ever. Its success was instantaneous. United States and Canadian threshermen are loud in their praises of the "Humming Bird" the GLEANER AMONG ALL THRESHERS.

Steel construction means strength and rigidity
 More perfect design and modern construction
 Wind stacker is built on the frame of the machine
 Absolute simplicity and no weak parts
 Runs smooth and makes no noise
 Does not throw the grain over
 Cleans anything and everything thoroughly
 Earns bigger profits and is a money maker every way

Dealers should get acquainted with this wonderful separator at once. Write today for full information.

THE NORTH AMERICAN MACHINERY CO.

Cor. Higgins and Sutherland Phone Main 5036 Winnipeg, Man.

The Bridge Between Profit and Loss

There are only two ways of harvesting—profitable and unprofitable. Or, we might say, harvesting with or without the Stewart Sheaf Loader—the machine that bridges profit and loss.

Stewart Sheaf Loader

The surest way to satisfy your customers is to sell them a machine that gives results. It is by results that the success of the Stewart Sheaf Loader has been established.

MEANS SURER, BIGGER, QUICKER AND CHEAPER HARVESTING

This is what this machine means to every man who owns one. It is the one way to harvest profitably. Hundreds of farmers have realized that it is an economic necessity to better harvesting and economical handling of their crops. The wasteful methods of the past are eliminated by the Stewart Sheaf Loader.



Read What These Farmers Say:

John Frost, Moose Jaw, Sask: "It does the work of five men and two teams, which is saving \$20 per day; and will save more grain than you will with pitchforks in the field, keeping a 36-60 separator full."

Snyder & Berry, Salter, Sask: "We can thresh two or three thousand bushels per day with five racks, while without the Loader it would take ten."

H. Stephenson, Arcola, Sask: "I am satisfied that your Loader does not shell as much grain as hand pitchforks, and it picks up all the loose grain."

That is what three men say—we can furnish you with similar opinions from three hundred. Do not delay investigating the merits of this machine. Soon it will be too late to supply your customers. **WRITE TO-DAY.**

Stewart Sheaf Loader Company, Limited

804 TRUST & LOAN BLDG., WINNIPEG.

CANADIAN FARM IMPLEMENTS

Vol. X., No. 9.

WINNIPEG, CANADA, SEPTEMBER, 1914.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00.
Per Copy, 10 cents.



UNION BANK OF CANADA

Established 1865

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Reserve Fund.....3,400,000
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This Bank, having over 310 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

Winnipeg, Main St. Branch: D. M. NEEVE, Mgr.; Portage and Garry Branch F. J. BOULTON, Mgr.

Stickney Gasoline Engines ARE THE BEST

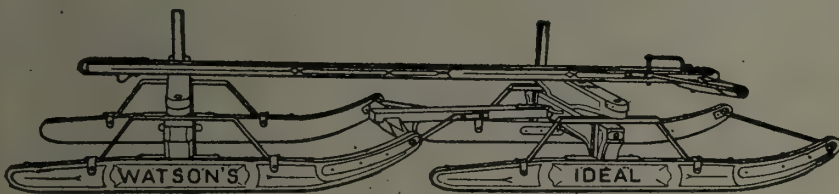


We have the exclusive agency for the sale in Western Canada of

Stickney Gasoline Engines

The engine that is well known and well liked. All sizes in stock, also all repairs and extras. Write for particulars. DO IT NOW.

THE MAYTAG CO., LTD. Winnipeg



OUR LINE INCLUDES

Sweep Grinders Horse Powers Grain Grinders 1½ H.P. Engines
Feed Cutters (seven styles) Wood and Pole Saws Farm and Bush Sleighs
Light Delivery Sleighs Roller Crushers Heider Eveners (all sizes)
Pump Jacks Root Pulpers Whiffletrees Barrel Skids Wheel Barrows
Channel Steel Harrows Bevel Jacks Push Carts Warehouse Trucks
Pulverizers Boss Wood Harrows Boss Steel Harrows Harrow Carts
Janesville Gang, Sulky and Walking Plows, Disc Harrows, etc.

WE ALSO HANDLE:

Standard Cream Separators and Standard Gasoline Engines

Write for Catalogue.

"No one can give you a better deal."

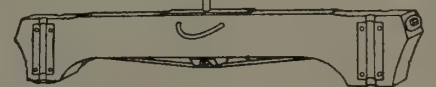
Repairs for Moline Plows, Disc Harrows, Mandt Wagons. Manure Spreaders, etc.

Watson's Ideal Sleighs

are best known and give the best satisfaction of any farm and bush sleigh sold in the Canadian West.

Made in all sizes, steel or cast shoeing, and with our patent truss bench, they stand alone as regards quality.

Watson's Sleighs get—and hold—the Sleigh Trade.



John Watson Mfg. Co.
LIMITED

CHAMBERS AND HENRY STREETS, WINNIPEG

MONEY IN POTATOES

and consequently, money in potato machinery.

Farmers recognize the profits of potato growing and the stability of the market for potatoes as an opportunity they should take advantage of. More potatoes are grown every year.

This creates a demand for potato machinery that means money for YOU. Investigate the

O. K. CANADIAN POTATO MACHINERY



before all territory is taken. Look into the advertising we are doing and the way we help you to make sales, and you will know that you should handle the O.K. Canadian Line.

Write for Catalogue and Prices

Canadian Potato Machinery Co., Ltd.

Galt Ontario

Adaptable To Any Wagon!

Consider the selling possibilities of a wagon seat that is adaptable to any make of wagon. A seat that gives full control of the team, full protection from the wind and continual comfort. And the price is within the reach of every farmer—yet nets the dealer a fair profit.

Lloyd's Low-Down Spring Wagon Seats

Order your next shipment of wagons without seats, and supply your customers with Lloyd's Spring Seat. They are light, strong, and durable, and will give service and satisfaction to your trade.

Write today for prices and full particulars.

Wawanesa Wagon Seat Co.



The Wagon Loaded

WAWANESA, MANITOBA



Going Home

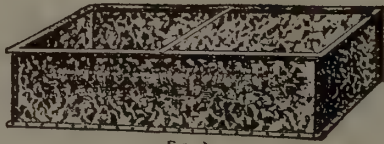


Fig. 3



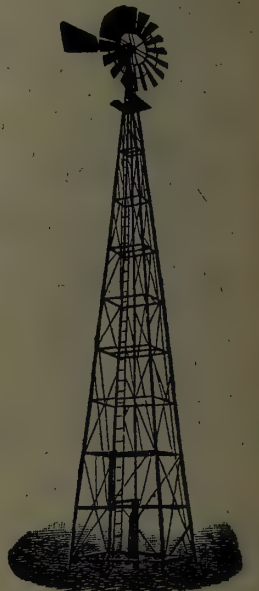
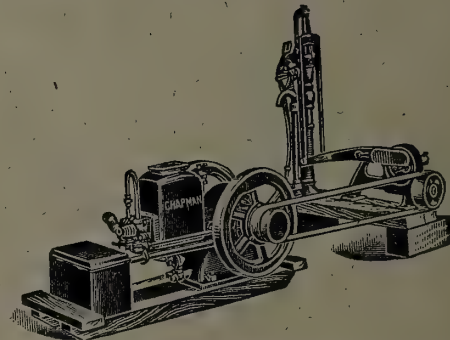
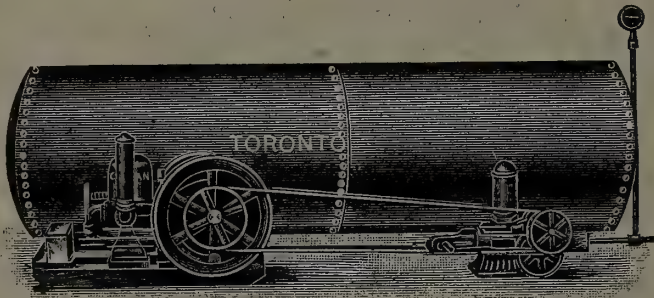
FOOTPRINTS

Are you trying to tramp your way to success over dissatisfied customers, with cheap, inferior goods, or are you making a lasting impression and staunch friends by handling a superior line? If you have not contracted with us for our Chapman Gasoline Engines, Toronto Windmills, Chapman Well Drills, Toronto Grinders, Pumps, Saw Frames and Saws, Water System Outfit, now is the time to do it.

Write to-day and have our representative call and see you.

ONTARIO WIND ENGINE & PUMP CO., LIMITED

TORONTO MONTREAL WINNIPEG CALGARY



To Sell You Must Handle the Right Goods

The successful DEALER is the man who consistently sells Farm Machinery with a Reputation. His goods mean Quality, Value and Profit to both Dealer and Customer. His agencies are reliable and permanent—especially if he handles the EMERSON-BRANTINGHAM and TUDHOPE-ANDERSON LINES. Goods backed by reputation are the right goods to sell. Here is a machine in that class:

“THE WINNER” SEPARATOR AND CLEANER

This is a machine which is absolutely necessary to the farmer who looks for results and profit from his labor. Do you want facts to prove its necessity? Here they are: On September 17 and 18, 1913, 2,035 cars of wheat were inspected at Winnipeg. Of these 95 were rejected for weed seeds. The amount of weed seed in a bushel of rejected wheat varies from 3 to 15 lbs. Take 10 lbs. as an average, and you find that one-sixth of the contents of the rejected cars was weed seed, equalling 15,833 bushels of useless trash. Calculate, if you care, the money lost in feed value, hauling and shipping this amount. With prevailing prices this year, you will be able to show your customer why he should own a “Winner.”

In Three Sizes: 24, 32 and 40 Inches

No. 1 has a capacity of 30-40 bushels per hour; No. 2, 40-60 bushels; and No. 3, 60-80 bushels. Furnished with or without Bagger, we guarantee the “Winner” to have double the capacity of any other Fanning Mill and to do 75 per cent better work in all kinds of grain and seeds. Built of the best materials it is easy to operate and gives perfect satisfaction.

Write to-day for Full Particulars and Prices

Emerson - Brantingham Implement Co.

Sole Canadian Agents

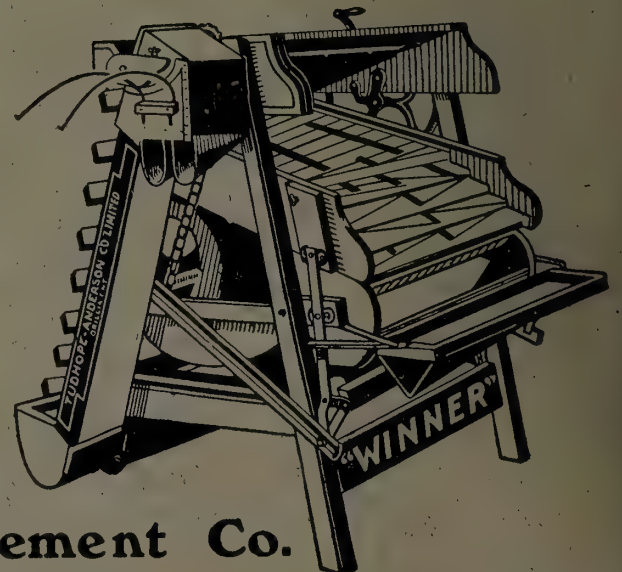
Tudhope-Anderson Co. Limited

WINNIPEG

REGINA

SASKATOON

CALGARY



The Most Complete and Comprehensive Line of High-Grade Implements

IS THE

Cockshutt—Frost & Wood Line

SPRING

Plows
Harrows
Pulverizers
Manure Spreaders
Drills
Planters
Cultivators
Scufflers
Wagons
Barrows
Carts

SUMMER

Mowers
Binders
Reapers
Rakes
Corn Binders
Hay Loaders
Hay Presses
Potato Diggers

AUTUMN

Road Scrapers
Grain Grinders
Fanning Mills
Grain Tanks
Straw Cutters

WINTER

Wood Saws
Root Pulpers
Cutters
Sleighs
Engines

Let's see just what this means to **COCKSHUTT Dealers**

A Complete Line Means

easy sales—more net profits. The Plow you sell a farmer this fall may bring him back for a Drill next spring. The Drill may sell him a Mower or Binder. The Binder may be the means of selling him a Pulverizer or Sleigh. The Service of every **COCKSHUTT** Implement is a recommendation for every other implement in the line. And no matter what implement your customer needs, you've got it in the line he knows and trusts. Each successive sale is easier—saves time and gives you more net profit.

A COMPREHENSIVE LINE

means sales all year round. The **COCKSHUTT—FROST & WOOD** Line includes every implement a farmer ever wants. From the time he clears his land till he clears up the remnants of the last harvest—he uses implements of the **COCKSHUTT—FROST & WOOD** type. From January 1st to December 31st there's always "something doing" in this big line. And these "out-of-season" sales are all velvet.

A HIGH-GRADE LINE

means permanent customers and profitable sales. A **COCKSHUTT—FROST & WOOD** Implement is sure to give splendid service. That brings users back for their other needs. Having a reputation for "delivering the goods," they command—and bring—the right prices. Experience proves that it's easier and more profitable to sell quality implements at a worthwhile price than inferior implements at so-called "bargain" prices.

Thousands of dealers—after 37 years' experience—vouch for these facts. And they will tell you the **COCKSHUTT—FROST & WOOD** Line is the best Business-Building Profit-Producer they've ever handled.

There's always room for high-grade agents in open territory to handle our line. We suggest **YOU** call or write us about your district.

Cockshutt Plow Co., Ltd.

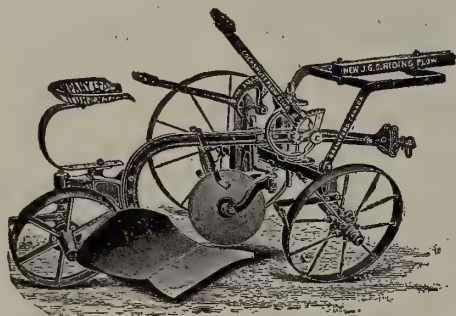
Branches: WINNIPEG REGINA CALGARY SASKATOON

Distributing Points: RED DEER LETHBRIDGE EDMONTON BRANDON PORTAGE LA PRAIRIE

If It's a COCKSHUTT It's RIGHT!

When you can look every plow-buyer straight
in the eye —

UNEQUALLED AS A BREAKER
IDEAL FOR STUBBLE



Thousands of "JGC" Sulky Plows have seen many years service in Western Canada. They've proved themselves the finest all-round plows. Supplied with mouldboard breaker, rod breaker or stubble mouldboards—to properly work any soil. Eccentric lift makes the bottom very easy to raise and lower. Operator's seat set well back. His weight helps to hold down the plow in rough land. Brings the mouldboard in plain sight—where its work can be closely watched. A long-lived plow—made just a little bit stronger and more substantial than demanded by a plow of this type.

A BOY CAN HANDLE THIS PLOW



For quick, convenient plowing in any soil—sell the "Jewel" Foot-Lift Gang. A boy with the "Jewel" and three horses, can do the work of two men with four horses and two single plows. Bottoms operated by foot-lift, assisted by powerful spring. Leave both hands free to manage team. Bottoms can be locked in working position, or swung loose to automatically clear obstructions in stony ground. Fitted with rod, mouldboard breaker or stubble bottoms as desired. A plow that saves time and money—and makes staunch friends.

And Tell Him —
"This Plow is RIGHT!"

There's MORE than the
FIRST FAT PROFIT in
making that sale.

There's an old customer
bound closer to your store.

Or there's a new customer
won for many more sales.

It's human nature to keep
on buying where we get the
best run for our money.

And every COCKSHUTT
PLOW you sell is going to tell
a splendid story for itself.

There are 24 different
styles of COCKSHUTT Plows
for the West.

A special plow for every
purpose—for every soil.

You sell the plow that
your customer NEEDS.

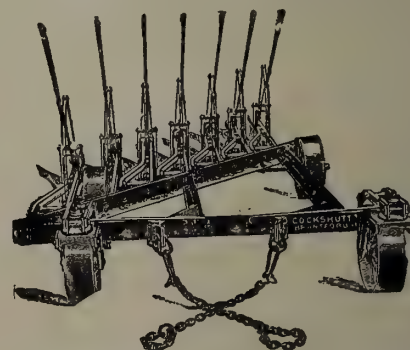
And both of you KNOW—
"If It's a Cockshutt, It's Right!"

COVERS EVERY FOOT OF THE GROUND



The "Beaver" Gang is famous for the thoroughness and uniformity of its work. The land and furrow wheels are "staggered." This enables the mouldboards to follow closely the most uneven land. In cross-plowing it gets down into the "dead" furrows, leaving no soil unturned. The raising and lowering of bottoms is notably easy, due to the powerful helper-springs. The frame is substantially built of heavily braced channel steel. Ample clearance has been provided for. With either breaker or stubble mouldboards, the "Beaver" can always be relied on to give the very best of service. One of the best advertisements you can have for your store and your line.

THE "BIG MONEY" IN PLOWS



The COCKSHUTT Engine Gang Plow builds big trade. Its fine work puts it in a class by itself. And the farmer who benefits by it, needs other COCKSHUTT implements on a corresponding scale. Built in 4, 5, 6, 7, 8, 10 and 12 furrow sizes. With an individual lever for each plow. This enables every bottom to plow to a uniform depth. If soil is too heavy for the full number of bottoms, one bottom can be raised and the plow goes right ahead. This is impossible with any but the "One Lever—One Plow" principle. Fitted with stubble, rod breaker or mouldboard breaker bottoms. The most satisfactory engine gang plow with which to build up trade.

Cockshutt Plow Co., Limited

Branches: WINNIPEG REGINA CALGARY SASKATOON

Distributing Points: RED DEER LETHBRIDGE EDMONTON BRANDON PORTAGE LA PRAIRIE

CANADIAN FARM IMPLEMENTS

Vol. X., No. 9

WINNIPEG, CANADA, SEPTEMBER, 1914.

SUBSCRIPTION PRICE IN CANADA { Per Year, 1.00
Per Copy, 10c.

The Problem of Publicity

We have consistently endeavored to point out to the retail dealer that advertising is just as essential to his business as it is to the large manufacturer or to the jobber. John C. Freund, editor of a trade journal, in a recent article deals most ably with the problem of how to secure publicity, and some of his remarks should be of interest to every live dealer. He contends that neither the trade paper nor the daily paper receive the amount of advertising that they are entitled to by reason of their tested usefulness. Furthermore both types of publication have to uphold staffs of highly paid canvassers, imposing a heavy financial burden in procuring what the bright business man should really supply, when we consider that he is the ultimate beneficiary of advertising.

The daily papers and the country weeklies are the natural mediums for the retailer, and in some cases for the manufacturer, just as the trade papers are the natural mediums for the manufacturer and the jobber.

Careful and thorough investigation by experts has proven absolutely that much of the money spent in magazine advertising (except in a few recognized publications), on billboards, in street and railway cars, is wasted, and that the same money spent in the daily press and the country weeklies produces by far better results.

Reports from business houses all over the country show that no more than about 2 per cent. of the "prospects" sent them by advertisers who forward to them the replies to their announcements in the magazines had any value whatever.

With regard to the trade press, in which general term is included the industrial, agricultural, mining, scientific, musical and dramatic papers, it can be said that the

issue which the standard publications of this class have to meet is that presented by the little "write up" sheets with little circulation and less influence and also that presented by the trashy magazines, programmes, and the other parasite mediums already referred to which use up the advertiser's cash.

It is the persistent ignoring or ignorance of the above facts which is responsible for much of the money which is wasted by advertisers, and thus many are induced to believe that advertising is of doubtful value, and that its results can never be definitely traced.

The problem how best to secure publicity has as yet received little economic and certainly less scientific treatment.

Many houses hand over their advertising to agents, some of whom are notably reliable and capable, but most of whom leave their business to poorly paid and inexperienced clerks, and are principally interested in those mediums from which they can secure the largest commissions.

When advertisers, especially those who expend considerable sums, organize a publicity department of their own as being as vital to their success as their buying, manufacturing or selling departments; when they back every hundred dollars spent for advertising with at least ten to fifteen dollars spent for brains and experience organized to discover how best to do their advertising the results will be enormously increased.

The problem of publicity includes more than advertising in reputable standard publications. Every letterhead, every billhead, envelope, check, is a medium of publicity just as a well assorted and arranged stock; an attractive store window; comfortable but businesslike offices; clean straight-

forward methods, prompt service, reliable goods, willingness to remedy errors or shortcomings are mediums that make for publicity.

The only limits to the appropriation for advertising should be the possible market and the manufacturer's or dealer's ability to meet the demand with his capital, his credit and his organization.

Americans consider that they lead in intelligence and enterprise in all business relations, and yet we could name prominent houses that either have no regular publicity department or leave it in the hands of a man who regards "advertising" as an unnecessary evil, considers every newspaper man or newspaper agent as little better than a highway robber, and deplores every dollar spent for advertising as just so much good money thrown away.

Unfortunately the majority of advertisers do not know how to advertise even when they have selected the best mediums. The poor results that follow are blamed upon the mediums instead of being charged to the incapacity of the person who prepared the advertising.

In some cases the preparation of the advertiser's matter is left to a clerk, who exploits his ignorance and inexperience at the expense of the reputation of the medium in which his ill-written, ungrammatical, illogical and purposeless screed appears.

In some cases the "copy" is left to the last minute, and in response to a hurry call from the publisher for the matter for space contracted for, the advertiser tears out a page from a catalogue or orders a "repeat" of a former advertisement or dashes off "something" and lets it go at that.

Suppose a business man were told that thousands of possible good customers would be assem-

bled in a hall and that he, together with his competitors, would be allowed just two minutes to make his appeal to them. Would he not carefully consider and prepare what to say in those two minutes?

"It pays to advertise!" especially when the advertiser has something of value to dispose of, chooses his mediums with care, preferring the daily and trade papers to all other mediums, tells his story in a simple, concise and convincing way, takes enough space to tell it, keeps at it persistently, creates an efficient organization to handle his advertising, rejects all mediums whose main appeal is on the score of cheapness and, finally, is willing to co-operate with the publisher to secure the best results.

The Mailing List

As an implement dealer, did you ever wonder how a large national advertiser compiles his mailing lists? He has hundreds of thousands of names, many of farmers in your locality. These large concerns go to all kinds of trouble and expense to get names of prospects. Fully half the advertisements you see on the pages of the large dailies and in magazines are there for nothing else but to attract interested parties so that their names may be obtained. The expenditure is enormous, but it is necessary to get the names. Every implement dealer should take every possible opportunity of adding a name to his mailing list. His problem is not that of the large concern; he has only to get the names in a circumscribed area, and with a little energy this should not be impossible. With a good mailing list it all depends upon the dealer to properly circularize his territory so that he can put his goods before the entire community.

The Sale of Fanning Mills

The use of the fanning mill in seed grading plays an extremely vital part in our efforts to produce better, higher yielding and more disease resistant crops. While this fact is self evident to practical farmers and seed breeders, it is a notorious fact that there is much misunderstanding, misuse and nonuse of the fanning mill by many farmers. The dealer can do much to rectify this state of affairs, and his educative work regarding fanning mills should have a direct effect upon his business in that line. The fanning mill has been sadly neglected by many dealers, primarily because they do not understand just how to push the mills. To many dealers the fanning mill is not a necessity, simply a machine that some farmers seem to ask for, and for which the order may be taken if the farmer wants one.

Yet the fact is that the fanning mill is one of the most useful machines on the farm, and pays a greater profit on the original investment than almost any other implement. A great many more fanning mills could be sold if only dealers would do some educative work as to their value. Suppose we study the farming mill for a little, so as to get a new viewpoint on this side of your trade.

The fanning mill should be one of the indispensable requirements on every farm. We cannot imagine anyone as being so reckless as to sow his seed without first cleaning it. Good clean seed is one of the prime requisites to good crops.

How often do you see weeds grow in profusion where invariably wheat, oats or flax should

be growing. Every weed seed sown will likely grow and crowd out good seed, tending to lessen the yield of a good crop. It may be considered a small matter, or the croaking about nothing, but remembering how weeds tend to propagate, coming up year after year of themselves where the farmer's grain crops must be sown annually, it may necessarily have to be considered as a hugely important matter, or at least turn out to be in the end.

Two principal objects are accomplished by the judicious use of the fanning mill (a) harmful weed seeds are removed, (b) small weak, scaly and diseased seed which tend to reproduce weak, poor yielding and diseased plants are eliminated. Much trash which tends to interfere with proper seeding is also removed.

The removal of weed seeds from flax seed is especially desirable because of the fact that flax is not a very good weed fighter and therefore demands a fair chance in a clean seed bed.

The removal of seed through the fanning mill will not only clean out the weed seeds, but also the undesirable unprolific small grain seeds, leaving the remaining seed, the seed you intend to sow, clean, uniform in size and the best in quality. This done year after year with painstaking care must certainly reward the farmer for time and labor spent with better and better, if not the best of crops. The importance of clean, uniform seed as an influence to better crops cannot be gainsaid.

For many years the oat crop has been the most neglected, the most carelessly handled of any

crop sown or planted. The seed was promiscuously scattered broadcast over land that had been in no way half prepared to receive it; taken right from the bin where it had been deposited directly from the thresher the previous fall, dirt, weed seeds, small, half formed grain and all. Sown under such circumstances in such negligent conditions, can a perfect crop, or even a half crop be expected from our prairie farms?

Put seed oats through the fanning mill prior to sowing, and you will often find from, say, 20 bushels of oats cleaned, over a bushel of dirt containing millions of the most noxious seeds.

It is all important that the farmer is impressed with the necessity of selecting screens to fit the work being done. No fanning mill is fitted out with all the different screens needed by different farmers, yet the man who has not screens suited to the type of seed he is grading, should order other screens or make-up frames for himself, buying mesh or perforated zinc of a suitable size—a line that the dealer can profitably carry.

Ask the farmer who has had a good yield this year what forms the foundation of a good crop, and we feel sure he will tell you that the first necessity is a fanning mill and clean seed. And there are thousands of farmers who do not sufficiently recognize this fact. Soil conditions may be perfect, but if the seed deposited in the soil is not clean, uniform and of good quality, the labor of your customers is largely in vain. Preach the gospel of the fanning mill and clean seed, Mr. Dealer. It will be doing good educative work beyond any pecuniary results which your efforts may have.

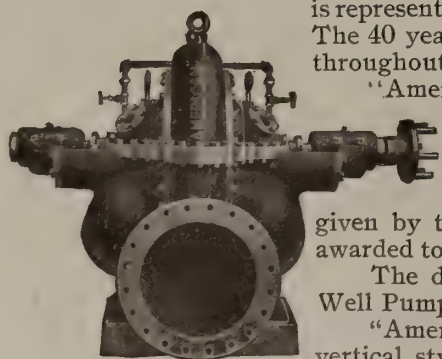
Dominion Builders

Consider your growers. They do something different from any other class; they are creative, whilst the others are destructive. The miner puts nothing back. When he seizes his prey in the bowels of the earth he draws it out but nothing is put back to take its place, and so with all the others of the hunter class, but the grower is creative. He takes one grain and he puts it away and cares for it, and behold forty grains come up where one has been put in; so with all the multitude of growers in the agricultural world, they are the creative workers of Canada. They put in what is but little, and they bring out what is tremendously great and important. They are the king class of all the workers in Canada or in any other country; they are the bottom, basic foundation of all prosperity and of all happiness and progress and development.

Then you come to yet another class, they are the makers. The material is there, they don't make the material, but they divide it and subdivide it and polish it and smelt it and mould it and form it into a thousand different forms of usefulness and beauty. The makers, the manufacturers, the workers with the hand and what represents the hand in the mighty machinery of to-day take an entirely different course, they conserve in an entirely different way in the great economy of the business of the world. These men are the important classes to-day in this or in any other great country.—Sir George Foster, Minister of Trade and Commerce.

Don't be so friendly with your customers that you hate to urge them to buy goods.

THE STANDARD BY WHICH OTHERS ARE JUDGED



is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness.

"American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

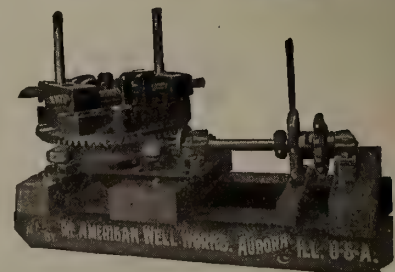
The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

Agents Wanted in all unoccupied territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, ILL., U.S.A. Chicago Office, First National Bank Building



I H C Ordered to Dissolve

The United States District Court, sitting at St. Paul, Minn., issued on August 12 a decision ordering the dissolution of the International Harvester Company. The decree declares that the company is a monopoly in restraint of domestic and foreign trade.

The harvester company must submit to the court within ninety days a plan of actually splitting the combine into at least three separate and independent concerns or the court will appoint a receiver for the company.

The decision was signed by a majority of the judges, only Judge Walter H. Sanborn of Minnesota dissenting. Judge Walter L. Smith of Iowa and Judge William C. Hook of Kansas constitute the majority.

President Cyrus H. McCormick of the International announces that the case will be appealed to the United States Supreme Court. Whatever the outcome in the case, however, the International Harvester Company of Canada, Ltd., will not be affected, but will proceed with its business as heretofore.

Ordinary reason cannot see just what is to be gained by the United States at large through such a decision. This is emphasized since the court virtually admits that the company is not now practising, nor has practised for years, any business methods prejudicial to the legitimate conduct of trade. Yet the decision declares, in effect, that the harvester organization is, so far as the United States is concerned, a corporate outlaw. The restraint of trade for which the company is to

be punished, should the Supreme Court of the U.S. uphold the St. Paul decision, was the elimination of the competition between the original companies now forming the organization. Logically one can scarcely look upon such a decision with complete approval.

Judge Sanborn, the dissenting judge, declared that the law does not forbid the restriction of competition unless it is proven to be injurious to the public. He quoted facts that prove the price of harvesting machines to be substantially the same in 1912, for a much better machine, than for a poor machine in 1902, while the prices of cultivators, wagons and plows, which are certainly not monopolized, advanced 10 to 30 per cent. After announcing that the case would be taken to the Higher Court, President McCormick said, in part:

"The organization of the company and the purchase of its plants were acts done in the belief that no law was being violated, after consultation with competent counsel of the highest standing. The organization of the company is condemned by the majority of the court as a violation of the Sherman Act, but the company is not found guilty of having violated the laws in the conduct of its business or of having injured its customers or its competitors. We still hope that the great public benefits secured by the organization of the company and the methods adopted in carrying on its business will be made permanent by the final decision in the court of last resort."

Some men are modest enough to admit that they only know everything worth knowing.

Dry, All Right!

In Western Canada we have suffered considerable through drought during the summer, but the following report of an implement salesman from a southwestern state leads one to believe that we had little to worry over. He wrote:

"No rain for weeks and weeks. Meadows and lawns dried up—dust everywhere. Wagons are going around with their tongues hanging out; ice has to be soaked in water all night before its wet enough to make lemonade. Cat-fish in the river kick up such a dust that river bed has to be sprinkled before you can fish. Crawfish holes in low spots have been dug up and used as gas pipes. It is reported a spark from an engine set fire to a pond and burned up a ton-and-a-half of bull-frogs!"

Tractor Hauls 24 Plows

On the opening day of the National Power Farming Demonstration, held at Fremont, Neb., August 17-22, a 6-cylinder Holt Caterpillar tractor hauled twenty-four plows, turning a furrow 28 feet wide and from seven to eight inches deep. This is claimed to

constitute a record, eighteen plows being the largest gang ever handled by one engine. Two men handled the outfit, which attracted great attention. The engine of the caterpillar tractor had a 6-cylinder motor, 7½ x 8 in size, developing 130 b.h.p. The plow consisted of four six-based units, each base cutting 14 inches. At a speed of two and one-eighth miles an hour it plowed about seven acres per hour.

A Good Scheme

A retail implement concern in Iowa has an excellent scheme for disposing of odds and ends around the warehouse. Every month this concern sends out to its customers under one cent postage, a second-hand machine list. These machines may be old stock or machines that have been taken in exchange from customers who desired larger sizes or different models. This is a good suggestion for every up-to-date dealer who exercises precaution in getting rid of old and undesirable stock, and the bargain instinct is strong with many farmers where machinery is concerned. At all events it's better to get a low value and get rid of such second-hand stock rather than letting it use space on your premises.

The Improved Webber Separator and Cleaner



The best all-round Fanning Mill on the Market

Mr. Dealer This Angle Sieve Grain and Seed Separator is something entirely different from all other Grain Cleaners. It completely separates oats from wheat or barley, and is especially good on cleaning flax seed. Absolutely guaranteed to clean and separate any and every kind of grain not only better than that handled by any other cleaner but also faster. Lower than any other mill—easy to put in grain.

LET YOUR CUSTOMERS SEE THIS MACHINE

We are anxious to let you test the Webber for yourself. Let us send you a sample mill for 30 days, free trial. If you find it unsatisfactory, return it at our expense.

We also manufacture the Grain Growers Automatic Grain Pickler and the Just-Rite light weight, high power gasoline engine in 1 and 3 h.p. sizes: retails at \$35 and \$80.

SPECIAL TERMS ON FIRST ORDER. EXCLUSIVE AGENCY AND LIBERAL DISCOUNTS. GET OUR PRICES IF YOU WANT THE BEST

THE CURRIE MANUFACTURING CO.
LAUDER, MANITOBA

Bulldog Fanning Mills

THIS is one year when your customer cannot afford to market his grain without first cleaning it. The dockage due to dirty grain will more than offset, to any of your customers, the cost of a **Bulldog Fanning Mill** plus the expense of cleaning the grain. In addition the small grain and other valuable feed is saved by the farmer. The **Bulldog** is an asset to his equipment no farmer can overlook.

Built in Three Sizes
Sieves 24, 32 and 40 inches

Sold on an absolute guarantee to give entire satisfaction

Here we show our 40-in. Power Mill with Wagon Box Elevator. Will elevate grain into the wagon box or into a bin eight feet high. Especially adapted to large farms. These machines can be driven by either hand or power. We recommend and sell a

Bulldog Gasoline Engine

suitable for their operation.



The 40-inch Power Bulldog Mill

Our New Twin City Wild Oat Separator is a special machine for taking wild and tame oats out of barley. Nothing can compare with it.

Write for full particulars and prices of our grain cleaning machines

Twin City Separator Co. Ltd.
179 Bannatyne Avenue, E. Winnipeg

The Milk Supply of Winnipeg

During last year the daily consumption of milk in Winnipeg averaged approximately 13,500 gallons, of which 9,000 gallons, or roughly two-thirds, was pasteurized. In Winnipeg we have now three pasteurizing plants, operating about 120 delivery wagons. The 4,500 gallons of raw milk is distributed by 80 licensed dairymen, also operating about 120 delivery wagons. About 1,000 gallons of this raw milk is from tuberculine tested herds. Approximately 1,000 gallons of cream are consumed daily by the inhabitants of Winnipeg.

It is gratifying to note the immense strides taken by pasteurization during the past few years. At the present time almost three-fourths of our milk supply is either pasteurized or from tested herds, and it looks as though the supply of raw milk from untested herds will gradually eliminate itself, without the aid of any special legislation to that effect.

In 1909 one-fourth of our milk was pasteurized.

In 1910 one-third of our milk was pasteurized.

In 1911 one-half of our milk was pasteurized.

In 1913 two-thirds of our milk was pasteurized.

In the year 1913 the amount of pasteurized milk consumed equalled the total of all milk consumed in 1910.

Competent dairy inspectors promptly investigate every case of sickness or rumors of sickness among the family or employees of any dairyman, and when any case of an infectious or contagious character is discovered all precautions are immediately taken to safeguard the health of the public.

Licensed Dairies

The number of licensed dairies usually varies, the smaller number being during the summer months. In winter, following milk shortage, a number of new licenses are usually taken out. The Department of Public Health has considerable trouble with a large number of these, since license holders persist in hanging on to old premises as long as possible. The Department finds that it is easier to get a man to construct a new building in a sanitary manner than to get him to improve his old buildings. In the suburbs, beyond the city limits, cases are found where dairies consist of dwelling, stable, milk house and well—all located on two 25-foot lots, conditions that would not be tolerated inside the city limits and over which the Department of Public Health have no jurisdiction. These licensed dairies are checked by score cards—being graded: Very Good; Good; Fair and Poor, according to their compliance with municipal requirements. It is of interest to observe that the trend

of all the dairies is towards the "very good" class.

Local Milk Supplies

The local milk supply of Winnipeg refers to dairies in the municipalities adjacent to the city of Winnipeg, whose product is drawn to the city by wagons. There are now about 160 of these dairies, of which 80 are licensed and retail their own milk while the balance deliver their milk to one or other of the large pasteurizing plants in the city. These are visited periodically by an inspector who drives over the district. They are situated at distances from the city varying from two to twelve miles, the majority however lying about six miles away. They are nearly all located on tracts of land varying from a few lots to 10 or 20 acres in extent. All depend for grazing on the vacant prairie in the locality, but have to purchase all concentrated and winter feeds required.

The obvious result is that a large volume of manure has to be gotten rid of, and in cases where farming is also pursued this is simple, but in some cases the manure becomes a nuisance. It is gratifying to observe that several of these districts adjacent to Winnipeg now have their own sanitary inspectors who see to the necessary sanitary precautions for these dairies.

Cows in the District

In 1911 there were approximately 4,000 cows in the district adjacent to Winnipeg; in 1913 this number had increased to over 6,000. This large increase was successful in breaking the back of the milk shortage in December, and so eliminating an evil which we had almost accustomed our-

selves to looking forward to as a necessary annual event.

Equipment

The improved equipment in local dairies is very marked. The stables are being modernized, being provided with solid concrete or half concrete floors, while the milk houses are being constructed on the most hygienic lines. Milking machine installations are greatly favored, and are becoming yearly a most important factor in our dairy industry, while milk bottling outfits, steam sterilizing plants, concrete cooling tanks, new delivery wagons, etc., are becoming more numerous.

The addition of gasoline engines to the dairy industry is most marked; during last year no less than twelve of these dairies improved their equipment by the addition of this labor saving adjunct.

Tuberculine Testing

Science has vividly shown the danger of raw milk from tubercular cows, and the city of Winnipeg pursues a steady propaganda of weeding out faulty cows or treating the milk in such a manner as to render it immune from bacteria. The Dept. of Public Health has found that any dairyman who voluntarily started the tuberculine test, and who has persevered with it, has built up a successful business and made money as a result. The dairyman who sells milk from a diseased cow is doing what can only be classed as a criminal act.

The authorities test cows free of charge, a fact taken advantage of by herd owners. Witness the example of one dairyman who has built modern premises along the most hygienic lines, has the cows' udders washed before milking; and the cows clipped and thoroughly groomed; while his milkers wear clean white suits and have their hands washed in disinfectant before each milking. This man sells the whole of his product at 15 cents a quart and cannot supply the demand for his milk.

An interesting feature this year has been the number of silos built. During a mild winter, when the danger of frost to the silage is absent, the silos have proved themselves to be very satisfactory. Systems have also been evolved whereby silage can be kept from freezing whatever the weather conditions, a most satisfactory condition for dairymen.

Creamery Inspection

During last year there were 39 convictions for milk below standard, which has resulted in a marked improvement in the percentage of butter fat in the milk

Use an Air-Friction 1914 Model "C"

Increases power and economy of motor one-half. Absolutely impossible to choke or load. Uses distillate, gasoline or half kerosene with finest results. Starts easy in coldest weather. We fit all motors, guaranteeing definite results, or refund money. Exclusive county rights. Liberal exchange on other carburetors or old style Air-Friction.

THE AIR-FRICTION CARBURETOR CO.
DAYTON, OHIO.



Your Friends Make Your Business THE EMPIRE LINE Makes Your Friends

Any farmer who buys the

EMPIRE CREAM SEPARATOR

is your friend for life—because it runs most quietly and lightly. The reasons are the ball bearing, the point bearings, the light bowl and splendid workmanship.

Any farmer who buys the

BALTIC SEPARATOR, \$15.00 and up

is your friend for life because he gets the most for his money in this moderate priced machine.

Any farmer who buys the

EMPIRE STA-RITE ENGINE

is your friend for life because he gets an engine so simple it starts right, runs right and Stays-Right. Always on the job—regardless of weather. No pump for gasoline. Only three joints in the gasoline line, where others have fifteen to thirty.

THE EMPIRE CREAM SEPARATOR CO. OF CANADA, LTD.
TORONTO **WINNIPEG**

supplied by the creameries to the city. Sediment testing is rigidly carried out, and in 1913 no less than 8,162 lbs. of cream and milk were destroyed as unfit for use.

Sediment testing is being supplemented by fermentation testing; as dirty milk can be strained so as to give a fairly clean sediment test, while it may still contain an abnormal number of gas-producing bacteria. Before long it is stated that the creameries will pasteurize the milk in the bottle, as this system eliminates any chance of contamination due to transit from the chambers to the filling and capping machines.

Sharples Advertisements

At the present time, when a mint of money and a vast amount of intellectuality are being put into the business of advertising the product of any concern, it requires advertising of a high degree of excellence to attract attention on every side. The concern who devises a series of advertisements which appeal to both dealer and consumer must, consequently, have got something quite out of the common rut. "Out of the common" is a phrase which can be happily ap-

plied to a series of advertising posters recently issued by the Sharples Separator Company of West Chester, Pa., which were designed to attract attention to their well-known mechanical milking machine. Possibly the finest of the series is one entitled "Broken Home Ties." A typical farmer and his wife are depicted, the latter reading a letter from their son who had fled to the city to evade the dreary drudgery of milking. The letter is a masterpiece of the writer's art—written simply as a lad would write who had stood the weary work of milking until he could bear no more, so had set out for the great city where at least the ghastliness of milking could be avoided. The drawings in the entire series are by Gordon Grant, "one of the world's greatest thinkers in pen and ink," and he assuredly has caught the atmosphere in every sketch. Artistic appreciation is not dead among dealers or farmers, and we feel sure that this series of advertisements, will prove an unqualified success from a publicity standpoint. To be appreciated they must be seen. We believe that the Sharples Separator Company will be glad to send the series to any interested dealer.

Empire Co. Handles Grinders

The Empire Cream Separator Co., Bloomfield, N.J., is now handling the Empire Star feed grinders, made by the Star Mfg. Co., New Lexington, Ohio. Empire Star grinders are for ear corn and all kinds of grain. They are made in two styles—one with extra crushers for the cob, and the other with cob breakers on the main shaft. For ear corn they are built in sizes requiring 2½ h.p. and up; for small grain requiring 1 h.p. and up. These grinders are fully explained and illustrated in a neat booklet which may be had from the Empire Cream Separator Co.

Kisses—by Length

In these days there are some queer jobs in existence, but one of the strangest is that of a lady on the Pennsylvania board of moving censorship who has finally decided the length of a kiss!

By film measurement, it is estimated that a kiss of over one yard in length is bad taste! In the future we may read in the pages of the best selling novel in the famous Slop and Slush series something like the following:

"Out on the lawn a nighting-

gale passionately thrilled his soul to the rising moon which swam behind the trees. The world became a big, dreamy temple of infinite love as Algernon bent over the fair Pauline who reclined in a hammock. "My queen!" he breathed; and then, in a long, long silence their lips met in a kiss 2 feet 9½ inches in length!

Engine Business Growing

That engine business is on the up-grade is indicated by data compiled from information sent the National Gas Engine Association by 61 manufacturers:

Increase in engines built, February over January, 35.46 per cent; March over February, 16.18 per cent; April over March, 17.05 per cent; March over January, 57.46 per cent; April over January, 73.45 per cent; average horse power per engine, January, 4.02; average horse power per engine, February, 4.21; average horse power per engine, March, 4.76; average horse power per engine, April, 4.54. The report covers the first four months of 1914.

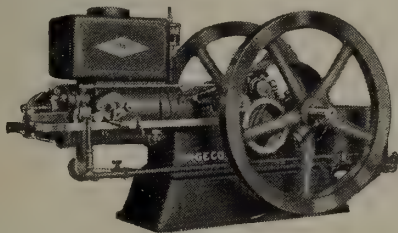
No man is injured in life or business but he who remains in error and ignorance of the true principles governing each.

Forewarned is Forearmed

The Demand for Oil Engines is at hand—Be Ready!
Implement Dealers—Are you Ready?

We saw it coming months ago. With our ears to the ground and alert to the needs of the future, we have not been idle. We heard the rumble afar, we planned to be ready when the demand came. Furthermore we wanted to make sure that when we offered you oil engines they would represent the very best—the simplest, safest, surest-to-run and easiest-to-sell oil engines on the market. Here they are!

The
"INGECO"
Throttling
Governor
Kerosene
Engine



For Farm,
Factory,
Foundry, Shop
and Mill,
from 1½ H.P.
to 7,000 H.P.

The time is ripe to introduce oil engines into your neighborhood—engines you can recommend and stake your reputation on—the kind that will help you to more business and more sales because they make good. That means "INGECO" ENGINES—handled by an institution that is not only financially solid, but enterprising enough to take an interest in helping you to make sales—giving you the kind of co-operation that really means something in finding prospects and landing the orders. By our extended mailing campaign we purpose to put our literature in the hands of every one in these Western Provinces who might want our lines. Do you want to share in the resultant business?

We are now ready to consider agencies for the "Ingeco" line of oil engines, and are prepared to make arrangements with live dealers. We guarantee consumption of kerosene with "INGECO" ENGINES not to exceed in quantity what it takes of gasoline to operate a gasoline engine—think of the saving in dollars in one year—in many cases the price of the engine. Why not secure our contract now while you have the opportunity?

Write us for literature and ask about our special introductory offer.

Burridge-Cooper Co., Ltd. WINNIPEG and REGINA
Address Winnipeg Office for Contracts.

Whatever happens the world must have butter

And whatever happens the farmer must have cream separators and milk pails and the dairyman and milk dealer and creamery will need the kind of supplies we have to sell.

De Laval Cream Separators, De Laval Dairy and Creamery Supplies and Equipment, Ideal Green Feed Silos, Alpha Gas Engines. There are no better to use or to sell.

Complete catalogues, excellent values, a reputation for quality and service.

De Laval Dairy Supply Co., Limited

Winnipeg Vancouver Montreal Peterboro

Draft and the Tractor

There are several axioms connected with haulage that we now know. We are aware that a lift of 33,000 pounds one foot high in one minute equals one mechanical horse power. We know that a ton load, including the weight of the wagon, on a level surface requires a draft equal to about 120 pounds to move it along. We also know that the average farm horse is able to exert a draft of about 150 pounds during a reasonable length of time over a level surface. For a short time he may exert more than twice that draft, which accounts for his ability to haul a heavy load uphill by frequent stoppages for rest, says a writer in *American Thresherman*.

By the use of a spring scale that will register up to 2,000 lbs. we can measure the draw-bar draft or haulage strength of a tractor whose draw-bar power is less than the tension capacity of the scale. By coupling up such a scale between the engine and load it enables the dealer or farmer to read in pounds the load the engine is hauling. Scales of this type are commonly called dynamometers and by their use the tractor user can accurately estimate his power requirements. By their aid the dealer can anticipate the power needs of any prospective tractor purchaser. Look at it from the standpoint of the user.

For instance, he can test the draft his team is making in drawing the fourteen-inch bottom plow through the soil on his farm to the depth of five, seven or nine inches or whatever depth he wishes to plow.

If the heaviest work he has to do on such a plow shows a five hundred pound draft and he wishes to handle four such plows, then he must purchase a tractor that will have a draw-bar capacity four times as great or a two thousand pound draw-bar draft. Now if he wishes to haul this load at the rate of two miles per hour or its equivalent one hundred and seventy-six feet per minute, his engine must be able to exert $176 \times 2000 = 352,000$ foot pounds at the draw-bar to do his plowing at his required rate of speed. This work representing 352,000 foot pounds divided by 33,000, the number of foot pounds in one horse power, indicates that about 10 2-3 horse power are required at the drawbar.

It is accounted a pretty fair tractor that is capable of transmitting fifty per cent of the engine's brake power to the draw-

bar. The farmer therefore would not be justified in considering anything less than a 25-brake horse power engine. But here again, with his dynamometer, he stands in a position to make a wise and profitable selection.

For instance, we will say he has two tractors in view. One represented as a 25-brake horse power and weighing ten tons, and the other 20-brake horse power weighing five tons.

He tests them both out with his dynamometer and finds to his surprise that the smaller engine has a draw-bar draft of 12 horse power while the large heavy engine gives barely 10 horse power draft at the draw-bar. The smaller transmits over fifty per cent of its power to the draw-bar while the larger transmits less than fifty per cent.

The smaller must be well designed and constructed to make such a favorable showing and, considering one-half less weight, lower first cost and lower fuel consumption, the farmer is strongly in favor of the purchase of the lighter engine.

On the other hand, with the same equipment, if the heavy engine showed a draw-bar strength of say 15 horse power while the lighter one showed only 8 horse power at the draw-bar, taking into consideration the cost price and fuel consumption of each, it will not take the farmer long to figure out the relative value of the two for his purpose.

The International Irrigation Congress

Side by side on the eastern section of the Canadian Pacific irrigation project in Alberta, some eighty miles to the east of Calgary, the convention city of the International Irrigation Congress this year, are farmers who will reap big crops and others who will have scarcely any. The difference has been made by the scientific application of water and shows the need of education along this line.

At the Irrigation Congress, October 5 to 9 next, there will be practical irrigationists from localities where widely different conditions prevail, including many from countries where conditions are similar to those in Alberta. The existing difficulties of these irrigationists have been met and overcome in other places and the experiences of these successful ones will be an invaluable aid to

the farmers in Alberta in the coming years. In irrigation work Canadian farmers have much to learn from their more experienced brothers in the south, while on the other hand there are subjects touching on irrigation in which the American farmer can take a lesson from the Canadian.

Visitors and delegates to the congress this year will have an opportunity to see the largest single irrigation project on the North American continent, and to talk with those successful settlers on the land. The excursion to Bassano, free to delegates, will be one of the interesting features of the first congress in Canada, and will demonstrate to visitors to what extent irrigation has been developed in Western Canada. This project has about twenty-five hundred miles of canals and tributary ditches and costs millions of dollars. Approximately 500,000 acres will eventually be rendered irrigable in this section.

The Basis of Success

Every business man at the present day who is heading for success takes the first step by instituting a proper cost system. The printer-publisher in a small country town was discussing advertising with a local merchant. He put his proposition this way.

"No, sir, I cannot afford to carry your advertisement any longer at this rate. I will charge you only on the basis of actual cost, as shown by my cost system, plus a living profit. That is only fair to both you and myself."

Are you, Mr. Dealer, as certain that the price you are asking for your various goods is the proper one? Have you records which furnish you with definite information regarding the transactions of the past as well as a basis for determining the future administrative policy of your business? Have you charged the business with all the expenditures, including salary, depreciation, and bad debts? Do you figure your profits correctly?

Do you have the detailed expense accounts which enable you to locate any excessive charges over the established percentages? Are you carrying the proper amount of insurance? Do you know whether your volume of sales should be increased or whether the expenses should be decreased?

Which are the unprofitable lines of merchandise you carry? Can you not reduce the quantity of less profitable sales to a minimum, and increase the sale of the more profitable? In other words,

have you that real knowledge of your business affairs which the cost-system printer possesses? He is lengthening his life by easily and accurately recording on paper what some merchants attempt to carry in their heads. To which class do you belong?

What the Dealer Ought to Know

The National Implement and Vehicle Association recently issued a booklet entitled, "A Few Facts About Agriculture." In a foreward the following pertinent remarks are made:

The welfare of the implement dealer and the farmer is so closely allied that there should be perfect co-operation between them. The farmer's ability to produce from the soil is, in a great measure, in keeping with his knowledge of the soil and how to adapt implements to farm operations.

The soil is the greatest of all factories. The farmer is the operator of that factory, and to secure the best results from his labor he should understand the mechanism and the functions of the various tools used in operating his factory. In turn, the dealer's prosperity depends upon the farmer's ability to purchase and operate the various implements to the best advantage. The farmer is in a position to advise the dealer regarding the efficiency of implements and to point out their defects; hence, both farmer and dealer should remember that soil conditions are so variable that no fixed rules can be laid down governing all cases, and that actual field experience is invaluable.

The dealer should understand that the fundamental essentials of successful farming involve crop raising and stock raising, a judicious use of barnyard manures, a deep, well-made seed bed, selection of good seed, rotation of crops, growing legumes and adapting crops to soils, and operations to environments, and impart this knowledge to his patrons. The dealer should be the farmer's most competent adviser, or, in other words, he should be to the farmer what the trained nurse is to the sick man.

Got Two Orders

Blink (the manufacturer): "Well, how many orders did you get yesterday?"

Gink (the salesman): "I got two orders in one store."

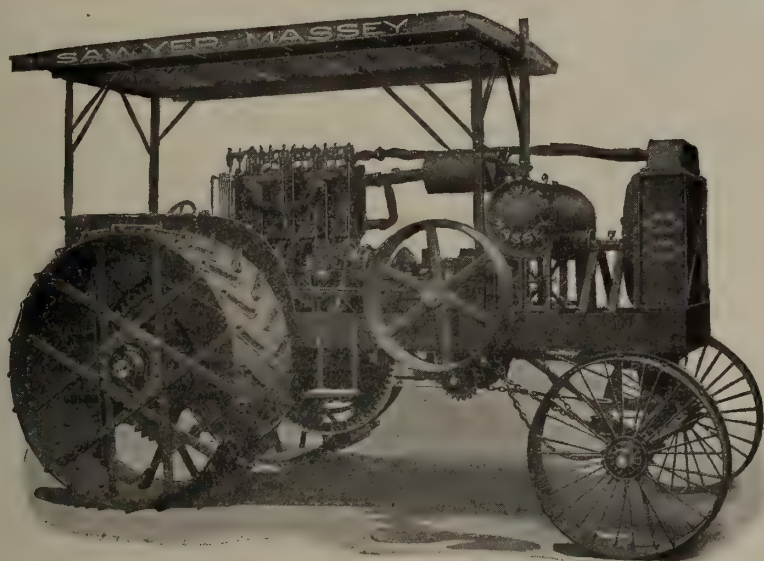
Blink: "What were they?"

Gink: "One was to get out and the other was to stay out."



The Premier Company

The Premier Goods



25-45 H.P. Gas Tractor

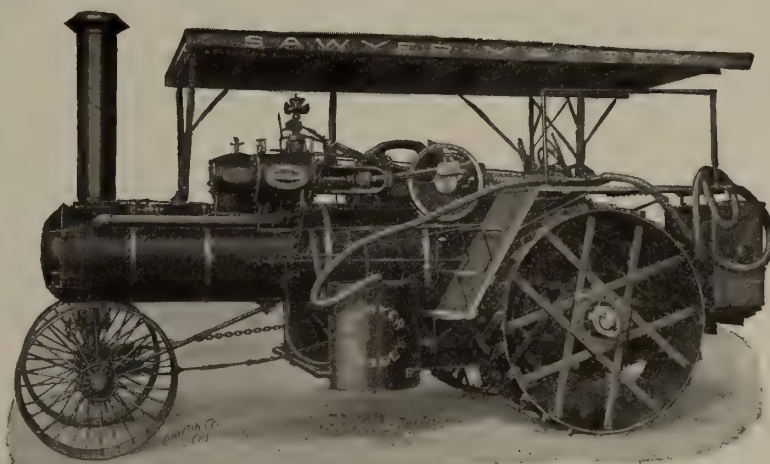
The SAWYER-MASSEY 25-45 horse power Gas Tractor will bring you easy sales and large profits. It is as efficient in the field as in the contest, where it took first prize at Winnipeg last year, and will make a friend and steady customer for you in every purchaser.

Rated at 45 brake horse power, this Gas Tractor actually develops 58, or 13 horse power over rating. It is powerful, strongly built, easy to handle, economical of fuel and water, and operates with very little vibration. It will give good service throughout its long life, and make money for both dealer and user. It will pay you to handle this tractor.

A Complete Line of Steamers

There is a complete line of SAWYER-MASSEY Steam Engines of many styles and sizes, from a 30 h.p. Portable to the big 115 h.p. Tractor. This line gives you a suitable engine for every prospect, and will prove a profitable trade getter for you.

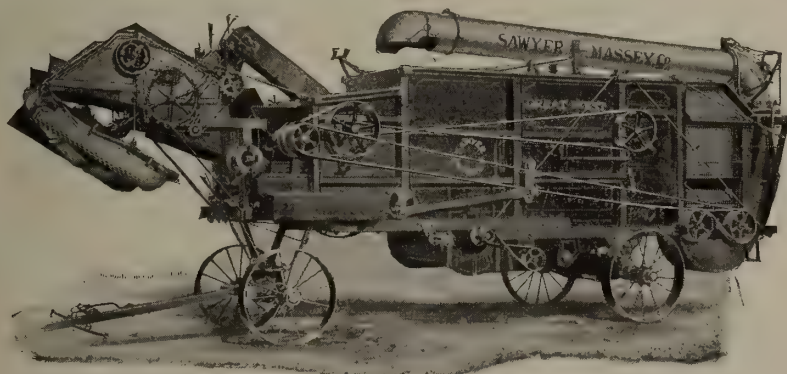
SAWYER-MASSEY Steamers are famous as the easiest steaming engines in Canada. They do excellent work on any fuel, coal, wood or straw, and cut down operating expenses to the minimum. They are correctly designed and well and honestly built, and will give satisfactory service to every user for a long term of years. Write for full particulars.



Sawyer-Massey Threshers

The SAWYER-MASSEY COMPANY builds a full line of Threshers also, and has a size and type of machine to meet every requirement. The "Great West," the "Daisy" and the "Eclipse" perfectly supply the needs of both the farmer who does his own threshing and the professional threshermen, and will make ready sales for you.

SAWYER-MASSEY Threshers are well and honestly built. They work fast and clean in all conditions of grain, and are favorites wherever they are known. They are the well known SAWYER-MASSEY quality through and through, and assure the greatest satisfaction to every user.



Write for our large Illustrated Catalogue, describing our full line of Farm Power Machinery

Sawyer-Massey Company, Limited

BUILDERS OF STEAM AND GAS TRACTORS, THRESHERS AND ROAD MAKING MACHINERY

HAMILTON - - - CANADA

Branches and Warehouses:

WINNIPEG, Manitoba

REGINA, Saskatchewan

CALGARY, Alberta

Agency: Buenos Aires, Argentina

SAWYER~MASSEY

War and Business

At the present juncture in Canadian business every man must look at the economic effect of the European war upon the trade and commerce of the Dominion. There can be no doubt whatsoever that Germany was carefully preparing for the present war, since banking statistics reveal the fact that at the beginning of 1913 the gold holdings of the Imperial Bank of Germany were \$194,000,000, while on July 17, 1914, they had reached the enormous total of \$336,000,000. Following this lead the banks of France, Russia and Great Britain showed an extraordinary piling up of vast stocks of gold, a feature which as well as being highly significant in the light of present events also accounts in no uncertain degree for the shortage of currency from which the world's business has recently suffered.

It is indeed lucky that the war broke out when Canadian finance was steering with caution and shortened sail. Had it occurred during a period of expansion the effect would have been hard to imagine.

From a financial standpoint one of America's greatest economists, Dean Johnson, points out that, owing to the deflection of international trade, the bankers of South America and the Orient will in all probability utilize the safest haven by increasing their deposits in the financial centers of North America.

Let us glance for a moment at the economic aspect of the European war from a profit and loss standpoint to the Dominion.

Loss: The tendency to drain gold from the Dominion which must be met by accumulating reserves, restricting credits and avoiding inflation by currency.

The closure of the European market to Canadian securities, resulting in checking permanent financing and the cessation of new projects, also construction that has not been financed. With this exists the probably protracted diversion from Canada of large amounts of European capital which otherwise would have entered our financial arteries.

A reduction in the European demand for raw materials, partly manufactured or finished goods other than foodstuffs, resulting in readjustment and loss. With this exists the cutting off of certain raw materials (chiefly chemicals) which are essential in some classes of manufacture. The increase in cost of living must, to a certain extent, follow a war of this magnitude.



CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager

811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS
\$1.00 per year in Canada; Foreign \$1.25 per year. Single Copies, Ten Cents

ADVERTISING
RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, SEPTEMBER, 1914.

Profit: An incentive that cannot be calculated for the manufacturers of Canada to make and sell at home many of the necessities which we formerly have imported from Continental Europe. For months to come a great proportion of what we eat and wear must be produced on the continent of North America. While some industries may suffer the effect of the war cannot be damaging to Canadian agriculture or the industries which cater largely to Canadian agricultural interests. Beyond the home market Canadian manufacturers have an increased demand in foreign markets, while the sale of foodstuffs and military supplies at high prices in European markets should result in prosperity for the producers of these and for the industries which cater to these producers.

Obviously the export trade of farm machinery concerns who cater to Continental Europe must suffer in a large degree, but this will apply also to other branches of manufacture. Farm machinery exports must practically cease until peace is restored, for although trade routes are open, war has disorganized international shipping to such an extent that a considerable period will be necessary for overseas commerce to readjust itself. The U.S. Steel Corporation by raising the prices of steel seems to indicate the likelihood of an advance on the prices of farm implements and machinery. Beyond this, history has

proved that war nearly always has the effect of raising not only the cost of raw materials but also the cost of labor. When the smoke of battle has cleared away—and we pray for the last time in European history—another war must follow; a struggle for industrial and commercial supremacy. Trade and commerce which lay stagnant and paralyzed will spring to life with renewed vigor, and markets will be fought for with almost as much zest as now are fought the struggles of the serried ranks of Europe for military supremacy.

Wheat and War

Dr. W. E. Taylor, soil expert for Deere & Co., says that every farmer in the south-western states should sow wheat to every acre possible. He contends that if the European war lasts six months wheat will reach the highest price of the last hundred years. During the historical Ten Years' War in the 18th Century, wheat reached a price of \$3.42 a bushel.

A Suggestion

We would suggest that those gentlemen who belong to the implement trade who feel that they must have a vacation in Europe to brace up their drooping energies would be well advised to laze for a little while in the comparative safety of Paris and Berlin—Ontario!

Be Thankful, Be Optimistic

In Canada, not only in the farm machinery business but in all classes of business, we are all still farmers enough to realize that business fluctuates with the crops. One swallow does not make a summer, and one or two poor districts where the crops have suffered do not make a crop failure. A few bad spots don't mean depression over half a continent, though to look at some men you'd think this was the case.

Too many men at the present are suffering from severe psychological influenza. They have got cold feet—not in actuality but somewhere in their cosmos. This is all a mistake—the greatest mistake that could be made. Assuming that business is bad (and we will not admit it has hit the bed rock of gloom that so many portray) what good is it to sit and wail like dyspeptic coyotes? Not a bit!

In our youthful days, when we wanted this or that, we recollect how our wise parents pointed out to us how other children were infinitely worse off than we were.

That old object lesson applies right now. There are thousands of business men in Great Britain and in Continental Europe, who must absolutely envy us our present condition and geographical location. Life is made up of mixed blessings; we get the sour and sweet together. We deplore this war—but it has got to be faced, gone through and got over—like a dose of castor oil. The cessation of importations from Continental Europe, due to the war, gives our home industries a chance to grasp their opportunity and to develop immensely. These industries should prosper at the expense of the lands where war creates stagnation.

Canada is favored among the nations. The old lion is facing the odds; war is at its door, but we ourselves have peace within our borders. By reason of present business conditions our farmers should prosper—and when agriculture flourishes we need not whistle the Dead March in Saul. Business in many other countries is at a stand-still, and they must look to Canada and the United States for a great many products and foodstuffs. Consequently our manufacturers and merchants must rise to meet the demand. They can make an effort to supply not only the home market but the export trade that exists.

To Canadian business men has come the realization that the competition of continental Europe has been taken away. This is their opportunity—tending to our

advantage as a country of industry, agriculture and trade. Good times are ahead if we only look up and clear our vision. Victory is to him who has courage. It is a time for business hopefulness, not for business gloom. We must be careful, even frugal, but we must also be bold. The man who loses confidence loses money—that has been so in the past but was never more true than at the present. Have confidence, be optimistic; cut away the gloom from your perspective. A stout heart wins half the battle any old time.

The Value of Wagon Display

At this season it is of special importance for the dealer to make a good display of wagons. Grain moving always has a direct effect upon the wagon trade, and gives the promise of a demand that varies according to the yield in that particular district. When the farmer is in town for twine or repairs he will be attracted by the wagon display his dealer has, and the fact that the dealer has made an effort in this direction assures the customer that his wants can be attended to without delay.

Some dealers may have as many as twenty or thirty farm wagons in stock, yet believe that one lone sample set up for display purposes is sufficient. In fact, within our experience, we have seen the business places of dealers at this time of the year when not a single wagon was in evidence as a sample. The sample set up had usually been sold to a farmer who was in a hurry, and who would not wait for another wagon to be set up. Negligence lead to the lack of another wagon on the floor, and very likely the next farmer who wanted a wagon, and could not get one ready, went elsewhere—another sale lost.

Nothing appeals to the farmer more than a fine display of wagons, and the appeal is all the stronger if he is in the mood to invest in a new wagon. The dealer who can show a few samples has a far better chance of the order than has the dealer who shows only one wagon set up.

Aside from the fact of having the wagons ready to supply your trade the big showing of wagons attracts the attention of every farmer who enters your place of business—even although he has no intention of buying a wagon. The time must come when he will want a wagon, and then the recollection of your display of wagons will act as a paying advertisement for you.

The Lost Customer

Every salesman in the establishment should have definite instructions to report the act of any customer having transferred his trade elsewhere, no matter how small a customer he may have been. The impression to be sought is the wish to give satisfactory service always, no matter how trifling the transaction.

Where this rule is strictly adhered to salesmen are much more careful to give courteous attention to those lesser details to which they might otherwise be inclined

credit customers in regard to when payments are to be made. That is when a man asks for credit, you should ask him when he intends to pay the bill. Usually such an understanding has a great influence on collections. It reminds the customer that he must meet the obligation at a certain time. If they do not do so, then it pays to take the time off and go after payment personally.

When the farmer begins to market his crops, whatever the opulence or scarcity of ready money, if the crops are at all good he ought to have some ready

Personal

J. L. Gibb & Son, Magrath, have ceased operations at that Western point.

Nelson Malley is the name of a retail dealer who has started to do business in Macklin.

The Safe Lock Fence Co., of Brandon, is reported selling out to the Owen Sound Wire Fence Co., Ltd.

The Metal Shingle & Siding Co., of Alberta, now incorporated in that province is doing business at Calgary.

The implement business of R. T. Davis, Ridgeville, was burned out in a recent fire at that western center.

J. F. Francis has bought out the implement business at Laura formerly carried on by a dealer named Andrew Boldrick.

The Christianson Harrow Works, Winnipeg, has added to its management, the name of the new partner being W. L. M. Jones.

P. Gilchrist is the name of a dealer who has hung out his shingle in Manville. We wish him every success in his new location.

The Goetz Harness Co., Regina, has applied to the authorities for permission to change the name of the concern to the Regina Harness Co. Ltd.

George F. Wanless, who carried on an implement and harness business at Neudorf, has sold out his interests at that point to a dealer named William Adolf.

H. B. Theobald, who carried on an implement and blacksmithing business at Drinkwater, has ceased operations, selling out to a blacksmith named George Fairlie.

The Baker Valve Company, Winnipeg, have taken a new partner into the business, one V. D. Fox, who has been manager since the inception of the firm.

G. W. Worden, who had a blacksmith's and implement business at Rosenfeld, has quit smithing and is now devoting his energies solely to the sale of implements.

The Aspinwall Mfg. Co. of Guelph, Ont. had a complete display of their line at the Canadian National Exhibition, Toronto. The exhibit was in charge of Laurence Jacques, manager of the Canadian factory and J. A. Parkinson, Jr.

We regret to report the death of Elmer T. Porter, vice-president of the Flint & Walling Manufacturing Co., Kendallville, Ind., who died suddenly on August 21. Deceased was 45 years old and

The Backbone of National Prosperity

FARMING is by common consent the basis of our national wealth and prosperity. The farmers of Canada have, for the past two years, been getting top prices for what they have had to sell and have been able to obtain what they have had to buy at moderate prices. The war means better times for farmers.

Where the foundations of national wealth and prosperity are sound and assured, hopefulness may build her structures with confidence.

Business in Canada can and will be good if our business men will do their utmost to keep the bottom in business. Advertising is a good workman for this purpose.

When the Canadian Farmer Prospers, All Is Well

to give scant courtesy. They soon understand by it that even the smallest customer is the guest of the house and that his position entitles him to their respect.

Regarding Collections

When a retailer has the time it is a very wise plan for him to go out and do some collecting. Customers who have been lax in making payments often need this sort of personal attention. It will be found that personal collecting, as a rule, receives more attention. Naturally the ideal method is to have a tacit understanding with

money. Obviously the farmer should pay all bills when they fall due, but none more promptly than those for farm equipment. Without implements no crop would exist—a fact that the farmer is prone to forget. Then from a standpoint of fairplay he ought to do his best towards squaring off what he owes to the machine man to whom he owes more than the mere face value of the bill. The implement dealer is doing the world's biggest work—and he earns every cent he gets without having to beg and pray for what is rightly owing to him.

Patriotism: Pluck's maiden name.

had been identified with the Flint & Walling Company about fifteen years.

The Turner Mfg. Co., Port Washington, Wis., manufacturers of gasoline engines and power farm equipment, has increased its capital stock from \$100,000 to \$150,000, to enlarge its plant and increase its production.

The Anderson Vehicle Co., Fond du Lac, Wis., a firm of implement and vehicle jobbers incorporated in 1875, has decided to open a retail branch in the same town. The retail store will be entirely separate from the wholesale, and retail prices will be maintained.

The implement firm of Garrett, Fausher & Garrett, Lamont, Alta., have taken over the agency for Cockshutt implements, also the agency for Fairbanks-Morse goods. This enterprising concern have an excellent local trade, and are well liked throughout their territory.

A new concern recently incorporated in Minneapolis is the Stockland Road Machinery Co. With a capital of \$200,000 this concern will manufacture ditchers, road graders and other machinery. A. G. Dunlop, formerly treasurer of the Minneapolis Plow Works is president.

The shareholders of the Aspinwall Manufacturing Co., held their annual meeting on August 11th, 1914. The following officers

were re-elected for the ensuing year: President L. A. Aspinwall; vice-president and manager, C. G. Rowley; treasurer, G. N. Whitney, secretary J. A. Parkinson.

During the Canadian National Exhibition, held at Toronto, Aug. 29 to Sept. 14, Duane H. Nash, Inc. Millington, N.J. made an excellent display of their special lines of cultivating machinery. They occupied part of the space taken by the John Deere Plow Co., Mr. Nash being in charge of the exhibit.

E. St. Elmo Lewis, for the past ten years advertising manager of the Burroughs Adding Machine Company, Detroit, Mich., and a widely known expert in business efficiency methods, on the first September became vice-president and general manager of the Art Metal Construction Company, whose headquarters are at Jamestown, N.Y.

Jim Sattley, formerly one of the leading lights in the old Sattley Mfg. Co., has joined the sales organization of the Bull Tractor Co., of Minneapolis. Mr. Sattley will handle the trade for the Bull Tractor Co., in California and the south west. He has a wide connection among dealers and should prove an unqualified success in his new job.

James Gray, who had been an employee of the Massey-Harris Co., Toronto, for twenty-five years, died in that city on Aug. 18.

During all the time he had been connected with the Massey-Harris organization, the deceased was in charge of the knife and bar department, and was held in the highest esteem by his fellow workers and the management of the plant.

The officials of the McLaughlin Carriage Company recently held a meeting at the headquarters of the concern at Oshawa, Ont., where they discussed trade conditions in their various territories. Among the Western units of the McLaughlin organization who were present was W. G. Parsons, manager Regina branch, A. A. Ross, manager Saskatoon branch, and G. E. Ansley, assistant manager, Winnipeg.

We regret to report the death, on Aug. 12, at Rock Island, Ill., of William White, a life long member of the implement business. Born in Canada in 1846, he moved to Rock Island in 1887. Deceased was engaged at different times with the Wilson Buggy Co., Moline, the Rock Island Buggy Co., and the George White Buggy Company. He held the universal respect of all with whom he had dealings in the vehicle and implement business.

J. J. Bugge has been appointed manager of the Eastern Rock Island Plow Co., Indianapolis, Ind. For several years Mr. Bugge have been connected with the Rock Island Plow Co., Rock Island, Ill., as manager of the jobbing and export division. The majority of our readers will remember Mr. Bugge's genial personality from the days when he was manager for the Canadian Moline Plow Co. at Winnipeg. He was widely known and universally liked in the West Canadian implement trade.

The average man would be glad to see his wife's relations—if he could look at them over a long distance telephone.

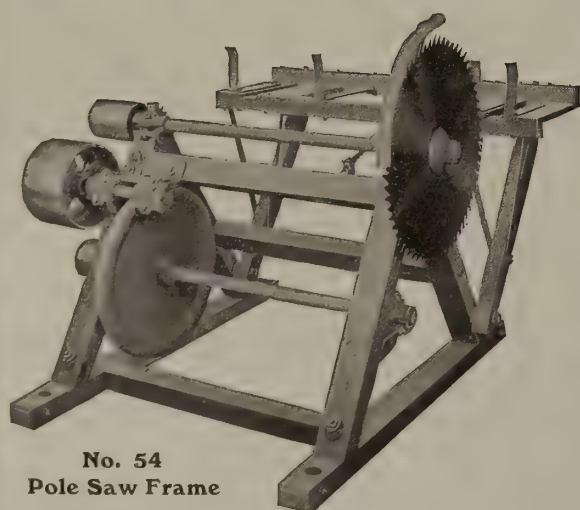
Death of Brandon Implement Man

On August 20, Brandon lost one of its most prominent business men, when George F. Williamson, manager of that well-known manufacturing concern, Manitoba Engines, Limited, passed away. Mr. Williamson was in the prime of his life, only 44 years of age, but for many years he had been a martyr to chronic asthma, an attack of which caused his death. It is only recently that he returned from Calgary, where for a time he sought alleviation from his disease in the higher altitude of that city—but with no avail. On the day of his death Mr. Williamson had been out in the country on business, and returning he ate a hearty supper and retired. It was nearly midnight when he had the fatal attack of his trouble, which proved too much for his worn-out system.

The late Mr. Williamson came West from Orangeville, Ont., some twelve years ago, and previous to that was for a time city engineer of Onslow, Ontario. Coming to Brandon he formed the Manitoba Pump and Windmill Company, which later was transferred into Manitoba Engines, Limited, the product of which concern is widely known to the dealers of the Canadian West.

Personally acquainted with the deceased for many years, we have ever found him one of the types of community builders who have done so much for our Western cities. Kindly and unassuming, he fought a daily battle with the trouble which terminated his career, a fight only to be termed heroic. With an exhausted body he worked on in a manner that revealed the unflinching courage of the man. George died in action—as he would have wished—and his passing leaves with us the

Lincoln Saw Frames



No. 54
Pole Saw Frame

In Lincoln Saw Frames, quality of construction is paramount, the frame works being stiff and rigid, the castings strong, the bearings long and the shaft of large diameter. The fly-wheel is of proper diameter and weight to insure steady motion.

The boxes that carry all saw shafts and lower shaft on pole saw are self-aligning, self-adjusting, babbitted with high grade metal to stand high speeds. All pulleys are machine turned.

Write for Prices on

No. 52 Lincoln Cordwood Saw Frame

No. 53 Lincoln Extension Pole Saw Frame

No. 54 As illustrated above

No. 55 Lincoln Saw Mandrel

Cushman Motor Works of Canada, Ltd.

289 Princess Street, Winnipeg, Man.

BRADSTREET'S

Established 1849 Capital and Surplus \$1,500,000

Offices throughout the civilized world. Correspondence invited

Executive Offices:

346 & 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA:

Halifax, N.S.; Montreal, Que.; St. John, N.B.; Hamilton, Ont.;
Ottawa, Ont.; Toronto, Ont.; London, Ont.; Quebec, Que.;
Calgary, Alta.; Edmonton, Alta.; Vancouver, B.C.

**C. G. SCHAFFTER, Supt., Commercial Travellers' Building,
WINNIPEG, MAN.**

memory of a life well lived against heavy odds. Our sympathy, and we feel sure the sympathy of the entire trade, goes out to his bereaved father, widow and three children. May it be a consolation to them that after life's fitful fever he has at last found peace.

A British Agrimotor

A new invention which was shown at the Highland Agricultural Show, held recently at Hawick, Scotland, was the Garrett-Crawley agrimotor made by R. Garrett & Sons of Leiston. As its name implies this is a self-contained motor for driving tillage implements. At the show it was fitted with a Ransome three-furrow plow, but other implements can be attached or detached at will.

It is controlled by one man, who sits at the rear end of the machine, all the control levers, including these for raising plow, declutching wheel, forward, stop, reverse, etc., being easily within reach. The engine is driven by gasoline, and is situated at the front, its weight nicely balancing the plows. This nicety of balancing is such that on the operator vacating the seat at the headrig,

he can easily swing the motor round in its own length on either of the travelling wheels.

The engine is of 25 h.p., and is said to be capable of drawing the three-furrow plow at a speed sufficient to plow $1\frac{1}{2}$ acres per hour. One of the road wheels is raised by means of a handwheel and worm as high as the depth warrants, when plowing is to be done, while for road traffic the plow can be raised free of all obstacles by means of a castor wheel below the driver's seat.

The Personal Equation

Ever since the early and immortal days when Homer tuned his lyre, the world has been in love with that entity we know as an "honest man." All of us can remember how that sapient philosopher Diogenes went around with a lantern on his quest for an honest man—a pilgrimage which he found a pretty hard one. Some men are honest by choice—others because they have to be. But there is no doubt that honesty is the best policy. Witness the old Scotchman who testified: "Honesty is the best policy. I ken, because I hae tried baith roads."

If men were all constituted like

the characters we read about in our books at school—those "poor but honest" individuals—there would be very little necessity for any dealer losing sleep regarding his collections. We have the greatest veneration for the fellow who, with a plow and a binder, wrought from the surface of the prairie a fortune. There are many others who also started towards success accompanied by a plow and a binder, and the man who sold the implements is still looking for his money.

There are different classes of machinery purchasers. There is the man who cannot pay, but who is honest and will pay—blessed be his quarter section. And there is the man who cannot pay but thinks that he can—and does not. And there is the man who knows he cannot pay and tries to buy on a bluff.

It largely depends upon the salesman, on his knowledge of the individual and judgment of human character. Every dishonest man turned down represents a saving in not only money but in time, letters, collection documents and dishonored checks. The good salesman is the greatest factor in eliminating credit risk that we have in the farm machinery business.

To Defend the Right

It is unnecessary for us to reiterate facts on the war which now rages in Europe, since these will be dealt with to the fullest degree by our daily contemporaries. Every man, we full sure, who is connected with the retail implement business deplores the European holocaust and its harvest of death, rapine and misery. Yet as a nation, as a unit of that old gray mother beyond the waters of the Atlantic, we abide by the blood tie that binds us. When such peril as the British Empire has not known for a hundred years confronts us, we are agreed as one regarding our duty. East and West the Dominion stands shoulder to shoulder with the other colonies and the Motherland. The honor of Canada demands it—the honor of the Empire. We have given, and will give, our best in men, money or merchandise to aid Great Britain in this war of righteousness against the military powers of nations drunk with the lust of conquest. Not for love of battle, not for greed of possessions, or the desire to trample another nation underfoot, but for the cause of national honor and to maintain solemn pledges.

We shall to the last man and to the last dollar withstand those forces who seek to disrupt the world's peace.



Dain Self-Feed-Pull Power Hay Press

The above hay press has many advantages over the ordinary horse power hay press in construction, ease of operation and low cost of maintenance.

SELF FEED ATTACHMENT—Carries the hay from the hopper into the pressing chamber. This reduces the cost of operating and increases the capacity. A larger quantity of hay is carried into the chamber than could be done by hand.

PULL POWER—Means that the plunger is pulled instead of pushed—Bales are delivered in front instead of toward the stack in the operator's way—the press can be placed nearer the stack—less help is required. The Dain Self feed, Pull Power Hay Press can be operated with one man less than the ordinary hay press. That is something that will appeal to your customers.

Your customers may forget the price but they will not forget the service and satisfaction obtained from the Hay Press you sell them. John Deere Dain Hay Presses give the longest and most satisfactory service. They are the most profitable to sell.

Write your nearest branch house.

John Deere Plow Co., Ltd.

Winnipeg
Saskatoon

Calgary
Regina

Lethbridge
Edmonton

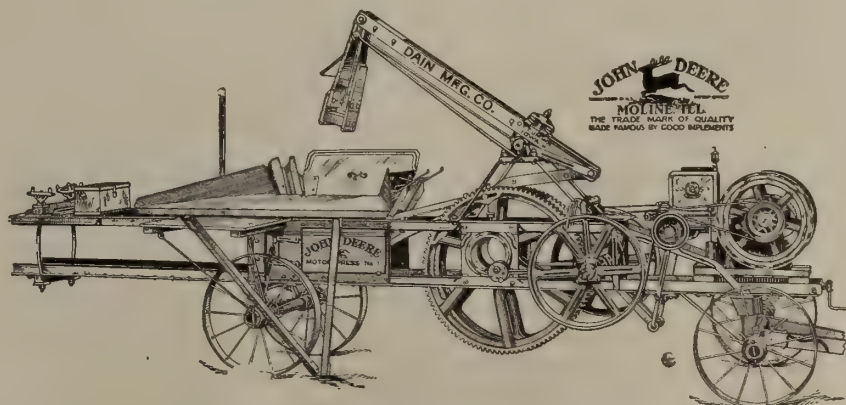
John Deere-Dain Hay Presses

BEST TO BUY—BEST TO SELL

The John Deere Motor Press is a leverage—not a momentum press. That is—instead of being equipped with fly wheels as ordinary presses are in order to store energy for the working stroke—it is equipped with eccentrically mounted gears which give increased leverage on the working stroke and quick return on the idle stroke.

It is perfectly balanced. There is no jar, shock or back lash but instead a steady, smooth action.

Let us send you our folder explaining in detail the construction of this new type of Power Press. Every dealer with a hay press trade should investigate it.



John Deere Motor Press

Demonstrating a Self-Binder in 1879

During the past thirty-five years many and varied are the advances that have been made in farm machinery, so it should be of interest to our readers to reproduce the description of the first self-binding reaping machine which appeared in Western Canada, a demonstration of which took place at Winnipeg on Monday, August 18, 1879. Referring to the Manitoba Free Press of that date we read as follows:

"Messrs. Tiffany and Co. gave an exhibition of the Marsh Harvester Self-binding Reaper, manufactured by Gammon and Deering, Chicago, for whom Messrs. Tiffany and Co. are agents for the Northwest. The trial took place on the farm of Alex. Polson, adjoining the city limits. A number from the city were present, and a few neighboring farmers, but not so many as the importance of the trial should have attracted. Most of us recollect the days of back-aching sickle work, when 25 stooks daily were considered a good day's work."

The article then describes the steps leading from the sickle to the improved cradle with the straight snath, the "Grapevine," "Mulley" and other patterns. It proceeds:

"Then followed the gradual improvement of these machines (the reapers). They became less clumsy—more simple in construction. Different styles of revolving rakes were attached for raking the grain off the sheaves. The machines having arrived at what was considered perfection in the matter of laying sheaves ready to bind, another improvement took place. The revolving apron and elevator took the place of the self rake. The grain was taken to a binding table at the side of the machine where a platform carried two men. We bound the grain as it was delivered on the binding table. The idea then suggested itself, why not make the machine bind the grain also? For the last twelve years—since 1867—we believe, the perfecting of this idea has been quietly but surely going on.

"No doubt the rapid development of this Western country has been a great stimulus, not only to the production of this great labor-saving machine but to other machines having the same desirable end in view. As labor-saving machinery increases in quantity and efficiency so did the desire to cultivate more land—to extend acreages. As a result we have

Dalrymple, the Grandin, and other large farms in Dakota, California and other Western states, and no doubt we will also have large farms in this country when we get a government capable of judging the spirit and enterprise of a Western country." (Evidently the editorial pen does not change with the years that have passed:—Ed. C.F.I.).

"The idea of '80 acres enough' is exploded to the west of the Mississippi. That acreage may do in the neighborhood of the large cities where they can afford to force the growth of two or three green crops during the season, and can sell them to a market a few rods or miles distant.

general satisfaction. The draft appears no more than that of the ordinary reaper, and, we believe, is less than on other machines with the self binding apparatus detached, and two men occupying its place, as their weight must add very considerably to the side draft of the machine. This machine can be easily changed from a self-binder to one that carries two persons to bind, and although it is hazardous venturing an opinion in an inventive age, we would be inclined to say from our observation of its working that it has almost reached perfection; that its work was as perfect as it can be done, and, we believe, as clean and with less loss than can be done with a self rake."

The perusal of this sketch of the first self-binder to be seen in

pounds each, were necessary before the work could be done. The ground is not only hard but it is covered with a tangled mass of vegetable growth which makes the good work done by the outfit still more remarkable.

The ground is usually plowed more than once, but the real difficulty is in breaking it in the first place, and the Rumely tractor found no difficulty from the start. The planting is done in November or December. The cane is ready to harvest from 12 to 18 months later, and here again the tractor comes in. It is used for running cane mills and hauling the sacked sugar to the dock.

Twine and Binder Troubles

We will take it for granted that when a dealer sells a binder which does not give satisfaction in the field he makes no charge for any expert work done in getting the machine into running order. The owner of the binder usually has plenty unflattering criticism to make to the dealer regarding the make of the machine, condemning in no unstinted manner its manufacturer. It would make interesting reading were it possible to find out in just what percentage of such cases the fault was entirely beyond the mechanical capacity of the binder, but lay in the quality of twine which was being used.

Nearly every farmer loves cheap twine. The mail order variety of cordage looks good to him from a price standpoint, and with its inequalities in spinning and its general imperfections lie a great deal of the trouble met with when the binder is in action.

No matter how perfect the binder it stands to reason that it cannot give satisfaction with imperfect twine. That the dealer or manufacturer should be blamed for stoppages which are directly due to poor twine is manifestly unfair. The farmer who buys his twine from other than legitimate sources ought to be made to pay for the mechanical troubles connected with its use. It would be wise were every dealer to state implicitly that he was quite prepared to stand the expense of rectifying any running faults in a machine he sold, but not if these faults were due to the use of cheap and inferior twine. The best binder made could not handle satisfactorily some of the dirt that is put upon the market under the name of binder twine.

A fertile imagination may produce nothing but weeds.



A Rumely OilPull Tractor Plowing in the Philippines

With us a different system must prevail. At present with the quality of our soil our staple production must be grain, and in order to compete with those better situated for getting to market we must not only produce largely but cheaply. We must take advantage of all labor-saving, and consequently money-making, appliances invented to aid the farmer. Taking this view the very successful trial of the Marsh harvester we witnessed yesterday is an important one, the benefits to the farming community are simply inestimable, relieving not only a great deal of the drudgery of the farmer and his family but adding so much to his power of production, and incidentally his income.

"The greater drawback to larger areas sown has been the uncertainty of being able to harvest them, particularly in a new country like this which is sparsely settled and the population mostly engaged in agricultural pursuits.

"The trial of the Marsh harvester yesterday seemed to give

Western Canada should show all of us just how much the advancement of farm machinery design has benefited the farming areas of the West, and of how a machine then termed "perfection" is now obsolete.

Rumely Tractors in the Philippines

The photograph reproduced in the accompanying illustration on this page was recently placed on sale by the Government Bureau of Science, at Manilla, P.I. The tractor won this recognition from the Government through its work on the Calamba Sugar Estate, a plantation of 45,000 acres.

The Calamba Sugar Estate is some forty-five miles from Manilla. The picture was taken three months after the tractor started work and during these three months the tractor was busy almost every day. The ground here is so hard that the wheels of the heavy tractor would not even leave a mark on it. Big steel plows, weighing 4,000

THE YEARS



GROW BIGGER

THE years grow bigger; each year's profit is greater than the last for dealers who handle Rumely, Advance and Gaar-Scott machines. That is why dealers like to handle our lines year after year.

We aim not only to get dealers, but to keep them with us, and we are working now and planning now to make each succeeding year bring greater success to every one who is selling our lines.

Our machines are built just as well as they can be built and we back them all by good service that lasts as long as they do, so they make friends. This means better business and bigger profits for our dealers in the future as well as now.

Rumely, Advance and Gaar-Scott machines are known wherever farming is done, because their merits are kept before buyers by consistent advertising in farm, gas and thresher papers and in other good mediums.

You want the years to grow bigger and if there is a sure way to make them grow you want to know about it. We believe we have something especially good for you.

If you want to test the power of Rumely co-operation and of Rumely reputation, send us a card or a letter and our representative will call and talk the matter over.

RUMELY LINES

Kerosene Tractors
Gasoline Tractors
Steam Engines

Engine Gang Plows
Threshing Machines
Clover Hullers

Gasoline Engines
Oil Engines
Baling Presses

Cream Separators
Corn Machines
Lighting Plants

Catalog of any of Our Machines on Request

Rumely Products Company

(Incorporated)

Power-Farming Machinery

CHICAGO

ILLINOIS

Testing Farm Machinery

To maintaining a high standard of efficiency is due in great measure the popularity which attaches itself to any line of farm machinery. To ensure this efficiency the machine must undergo very stringent tests, and while the dealer may have a very good idea of what any machine may have to bear in the field, he may never deem possible some of the drastic tests to which modern machines are subjected.

A mechanical expert, T. T. Allen, writing in *Harvester World*, describes some of the severe mechanical tests to which International harvester goods are subjected.

A few years ago, to determine the efficiency of the binding attachment on one of the grain harvesters, two million artificial bundles were tied. In the test, over six hundred pounds of twine were used. A counter attached to the binder head registered every bundle tied.

A standard grain wheel on one of the reapers was given the functional test by repeatedly driving the reaper across ten railroad tracks in back of the factory. An inspector understands a standard wheel to be one which will neither bend, crack, nor break under any condition, no matter how abnormal. The main drive wheels or bull wheels on binders, for a functional test, are sometimes driven full tilt across rock piles, and into stumps.

This summer a reaper was given the functional test by being made to cut saplings, by being run into ash piles, barbed wire, and across railroad tracks. Its gears were packed with dirt, and its knives clogged. Still the machine was dragged about the field, subjected to the roughest treatment, all to determine if there was any limit to its endurance.

A complaint came from Siberia that the gears being shipped with one of the machines seemed at first glance not strong enough to meet the conditions in that country. A machine ready for shipment to Siberia was taken down at one of the factories, and its gear tested by subjecting it to a dynamometer pull of 2,800 pounds, at which point the gear broke. A week later a new gear had been manufactured and was put under a 4,000 pound stress with never a give. The gears that could stand up under a two-ton pull were the ones that went to Russia.

To test the spring seats on some of the machines, big weights

are dropped from a height down upon them, but all are given a standard deflection test, and the same is also true of mower bars. Hay rake teeth are all given a test pull. Cast iron wheels are rolled along an incline and given a drop of some height to determine whether they will break.

To test wagons a device known as a "bumper" is used. It gives the wagon vertical and lateral jolts worse than would be possible on the roughest trail.

The dirt arrester chamber on the cream harvester is made to declare itself up to standard in a unique manner. In place of whole milk being turned into the separator bowl and cream pouring from one spout and skim-milk from another, a pail of muddy water was turned into the separator, and a moment later water clear as from a spring pours from the spouts. Then only has the dirt arrester chamber done its duty.

Direct Vehicle Sales

The fact that various wagon and carriage manufacturers advertise in farm journals has in the past raised considerable agitation among retail dealers at their various conventions. It must be understood, says the Spokesman, that legitimate manufacturers who engage in such campaigns—and by legitimate we mean those who distribute their product through the dealers—generally do so with the object of creating a demand on the part of the consumer, this demand to be supplied by the dealer who represents the manufacturer in the territory from which a consumer enquiry may be received.

And right here comes the rub. Frequently the advertiser has no representative in that particular territory, and the manufacturer becomes sorely tempted to fill the order direct from the factory. "It ain't," explains the deacon, "that that's any harm in the children playin' seven-up around the kitchen table of a winter's evenin', but it leads to dancin'." As the hart panteth for the water brook, or as the hungry tramp honeth for a handout, the advertiser wants that order, hence he yields to temptation, the result being that many direct orders are filled to the demoralization of the regular dealer.

Another point worthy of consideration: Such advertisements are placed in juxtaposition to mail-order house announcements

with their cut-rate prices, their flowery descriptions, their hue and cry anent the robbery of the consumer by the middleman—the advertisement of the wholesale manufacturer who tries to tell the truth appearing weak and non-convincing in comparison. Then turn over to the reading columns of the paper in which such direct advertising appears. Editorials and special articles abound, instructing and advising the readers to squelch the middle man by purchasing direct from the manufacturer. That kind of preaching, of course, renders the advertising an excellent result producer. It is always, of course, to be remembered that it is more or less of a problem to the manufacturer just where to advertise so as to get returns on his investment. Should the vehicle retailer co-operate with him, advertise locally, and generally push the product in his particular territory, possibly the manufacturer would more strongly pursue the policy of advertising to the retailer.

Disking Behind the Binder

Soil culture is being brought clear up against the binder. One of the latest theories of cultivation in dry unirrigated districts is to drag lightly when the grain is as much as three or four inches high. This is done to kill as many small weeds as possible, to liberate a little more plant food and above all to create a blanket of mulch to retain all the moisture possible. Then soil culture ceases for a time but as soon as the binder passes over the ground it begins again.

The secret of success for the farmer is to begin the culture the day the harvester goes into the field. Do not begin the next day. When the harvester starts across the field, put right behind it the disk and have the disk follow the harvester all the time. The binder will throw the bundles of grain over upon the disked ground as it goes around and the disk will not interfere in any way in the work of harvesting. Have the disk do just as much pulverizing of the soil surface as possible. The soil which has been shaded by the growing grain is moist and in fairly good condition. That is especially true where summer tillage has been previously applied.

If the grain is cut and the soil left exposed to the hot sun of August or early September it will only be a few days until the moisture is taken from the upper layer. In many instances the delay of a single day is serious. In fact, it is the time immediately following

the cutting of the ripened grain that is most wasteful of soil moisture. This waste should be prevented at all hazards. And when it is so easily done no farmer should neglect the work. By following the harvester immediately with the disk a soil mulch is secured which will protect the surface from the rays of the sun and keep the ground in better condition for the work which should follow soon after.

It must be remembered that the time for putting the soil into condition for next year's crop is just after the harvesting of this year's grain. It is in summer when nature does the greatest work in her vast laboratory of the soil and this is the time to assist nature in every way. The process may seem extreme to some, but when we recall how many farmers could not turn a furrow in dry falls because of the dry, baked condition of the hardened soil, it may not seem so far out of the way after all. We saw soil last fall turn over smooth and moist that had been given a sharp harrowing just after the binder had done its work, while untreated stubble land alongside was so dry it was simply impossible to plow it at all.

Very Similar

In the world of business there shall be no more panics when men get it definitely in their minds that brokers make up their prices on bonds and stocks just as grocers do on butter and eggs. The idea is very similar. Just buy when they are low and sell when they're high. Simple as falling off a log—but its what made Wall Street.

The U.S. Crops

Assuming that the wheat crop of the U.S. is nine hundred millions of bushels, which will be harvested from approximately 52,000,000 acres, the average yield for that country would be about 17 bushels per acre. To harvest that crop within fourteen days, 247,333 binders will be necessary. To purchase this number of machines the farmers of the U.S. must have invested something like \$30,000,000.

A Thought

There must nowadays be a whole lot of Canadian tourists who are strongly in favor of "seeing Canada first." From recent experiences in getting away from the war zone of Europe we feel that in the future tourists will rather ascend the Rockies than the Rhine.

The Fatuity of Secrecy

One of the most striking facts at the recent convention of the Canadian Press Association was the readiness with which the members gave facts and figures concerning their publications. One publisher would give in detail exactly what it cost him to produce his weekly issue, giving his line cost whereby he based his advertising charges, and a brother publisher would also give intimate details which ordinarily one would think it would be both profitable and sensible to keep secret.

What is the cause of this candor in modern business intercourse? Two publishers in the same territory, and producing the same class of publication, are just as truly competitors as are two retail implement dealers located on opposite sides of the street in any Western township. To the man who does not look deeply for the cause, this laying of the business cards face uppermost on the table seems inviting your competitor to take your chips.

That is not so. In the modern business mart our spirit should be to help each other rather than to hinder each other. The broad minded business man believes that he must give to get. He derides the penny-wise, pound-foolish policy of holding his help down to the lowest possible salary. He smiles at the man who guards his business experiences as though they were chests of gold, refusing to allow any man to profit by his experiments and successes, or to avoid pitfalls wherein he fell to his financial loss.

Even from a purely selfish viewpoint this policy of helping others pays. Naturally at times it is not wise to pass along inside information. Sometimes certain facts are best left unsaid. But, as regards the broad truths, the experiments made in merchandising and educative work, the advertising schemes that paid, the collection systems that were successful, more benefit will result to a man than from merely hoarding up what he has experienced.

In Europe the writer has seen only too clearly the fatuity of the continental system of staying awake nights worrying lest competitors know anything about your business. A certain Western advertising manager, when cautioned against publishing certain information for fear of helping a competitor said: "Why not help them? We must have com-

petitors to spur us to greater sales, and if we don't help them once in a while, they might shut up shop. Then a really formidable rival, attracted by an unoccupied field, would take their place."

Who wants to live unto himself alone? The man who does has a mighty lonely life and few friends. When two expert boxers meet in the ring each knows and has studied the other's special line of wallops. He knows what to expect and avoid. And by brain and intuition the best man wins. So it is in the battle of business. The other fellow may know a good deal, but the man with the best business knows a little more—and is usually quite ready to tell what he does know.

The Homan Automatic Stooker

For some six or seven years James Homan, of Grandview, Manitoba, has been experimenting on the construction of an automatic grain stooker. After many disappointments success has at last rewarded his efforts. Recently a demonstration of the Homan Automatic Stooker was held on the farm of W. Britton, near Grandview, and the work done by the machine was pronounced, by the practical farmers who saw it working, as perfect, the stooks being handled as well as could be done by an experienced hand stooker.

The Homan Stooker consists of a U-shaped main frame of steel, mounted on three wheels, the gap of the U being at the rear, upon which is mounted the receptacle that carries the sheaves and which is called the basket.

The basket consists of a steel framework shaped like a stook, which is mounted upon the main frame by two short axles, these resting in roller bearings set on the main frame of the machine. The bottom of the basket is in the shape of two semi-circular hinged gates, upon which the sheaves lie as the stook is being formed. The whole basket is borne by a small cable hanging from an overhead arch and attached to a rolling drum on a countershaft on the front of main frame. A conveyor carries the sheaves from the discharge arms of the binder into the basket.

When ten or twelve sheaves are in the basket, that number being its capacity, the driver presses a foot trip releasing the cable drum and allowing the basket to fall

forward in the direction the machine is moving. As the basket falls compressor doors meet it pressing the stook into shape and rigidly locking everything until the stook is placed on the stubble, when the end gates of the basket automatically swing open and outward clear of the stook, one on either side. When the machine has cleared the stook the driver releases the trip which causes the gates to close up and raises the basket into position to receive the next stook. While the basket is being dumped the sheaves made are handled by the conveyor, which automatically stops run-

ning when the basket drops immediately restarting as soon as the basket is raised. The stooker is attached to and drawn from the pole of the binder, and it is claimed by the inventor that its operation gives less work and worry to the driver than does the present bundle carrier.

The Retailer Does It

Some person, mathematically inclined, has figured that 65 per cent of the nation's business is done in the small towns, despite the catalogue houses and department stores.

THE *Manitoba* LINE

"Goods That Give Confidence to Your Customers"

Windmills, Floor Grinders, Sawing Outfits, Saw Frames, Engines, all types, Geared Pump Jacks, Pumps, etc.

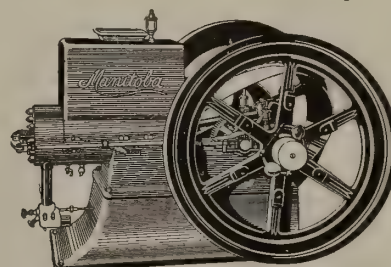


WINDMILLS FOR POWER AND PUMPING

"Manitoba Windmills are known to your customers. Their reputation builds sales for the dealer who handles them. Made by us in sizes from 8 to 14 feet, with all steel towers. They possess features found in no other mill.

GASOLINE ENGINES, all sizes, 1½ to 40 H.P.

Unsurpassed
in Quality,
Endurance,
Design
and
Mechanical
Superiority



Guaranteed
to develop full
rated H.P.
High Grade
Engines built
in the West
for Western
conditions

A NAME BACKED BY REPUTATION

That is what "Manitoba" goods mean to the farming communities of the West. Therefore the dealer who handles "Manitoba" goods, enhances his prestige and increases his profits. We stand behind the name; dollar for dollar no line can compare with the "Manitoba" for quality, service and worth.

Do you wish to handle goods that create a continual demand on their mechanical merit? Then write us **TO-DAY** for agency, terms and full particulars.



Manitoba Floor Grinders, made in 8, 10 and 12 inch sizes.

Manitoba Engines
LIMITED
BRANDON

Calgary Saskatoon



Manitoba Farm Pump Engine.

War Closes European Factories of I H C

Owing to the general mobilization of the armies of Europe the foreign manufacturing plants of the International Harvester Co., at Croix, France, Neuss, Germany and Moscow, Russia, have been closed. Nearly all the workmen are in the army reserves of the respective countries and were called to rejoin their regiments. The harvester company also has a plant at Norrkoping, Sweden, but this is not affected by the operations of war.

The Tractor Demonstration

The National Power Farming Demonstration held at Fremont, Nebraska, August 17-22, was a big show, even outclassing its successful inauguration of last year. Forty-eight tractors were

put forward, and each machine gave a good account of itself according to its size and type. Large crowds of interested farmers were present eager to see just what practicability the different machines possessed, and how their use would benefit operations on the farm.

Ralph Emerson Dies

On August 20, Ralph Emerson, chairman of the Emerson-Brantingham Co., Rockford, Ill., died at the ripe age of eighty-three. In 1852 Mr. Emerson commenced the manufacture of implements at Rockford, Ill., under the name of Emerson and Co., later Emerson, Talcott and Co. In 1894 Mr. Talcott sold his interest in the concern, and the name was changed to the Emerson Manufacturing Co. In 1909, C. S. Brantingham bought a large interest in the business, when the present name of the company was adopted. When the company expanded, in 1912, Mr. Emerson retired as president, after having served 60 years, and became chairman of the board. The deceased, who was a cousin of the famous poet, Ralph Waldo Emerson, leaves a widow and five daughters.

Simplex Spreader Co. Remove

The Simplex Spreader Manufacturing Co., of Kansas City, Mo., are to move their warehouse

equipment from 11th and Mulberry Streets, in that city, to a large modern fire-proof warehouse at 19th and Campbell Streets, a building recently vacated by Montgomery Ward & Co. The manager of this well-known concern informs us that the new warehouse will have unequalled facilities for their rapidly growing business. The warehouse has thirteen acres of floor-space, nine floors and a basement, freight and passenger elevators and room inside to unload twenty-two box cars at one time. In order to save transfer charges the company are making a \$3.00 reduction in the price of their straw and manure spreading machines, with terms which should appeal to every implement dealer.

National Implement and Vehicle Show

The National Implement and Vehicle Show, to be held at Peoria, Ill., September 4-12, should attract retail implement dealers and all connected with the farm machinery business. The Parlin & Orendorff band, of Canton, Ill., will be in attendance and a high class of attractions will be put forward daily. Tractors and tractor plows will be demonstrated, also field tests of spreaders, engines, drills, etc., made daily. Auto and autocycle races, horse-racing and aeroplane flights will be among the attractions at

the show. As a place to meet old friends, and as an educative holiday, Peoria, during the week of the show, should be the Mecca of the retail dealer and his family.

Deere Branch Suffers Fire Loss

A fire that started in the basement of the building occupied by the Milwaukee branch of the John Deere Plow Co., caused damage estimated by Manager Hatcher at \$20,000. The fire at first threatened to assume serious proportions but was stifled by the fire department. The stock destroyed consisted mostly of gas engines, buggies and binders. Other machinery and parts stored in the basement were damaged by water.

Tractor Names

A recent report states that a company in Torrence, California, are to produce a tractor that will rejoice in the name of the "Velvettread." When such tender names are being bestowed upon tractors, we may expect to see such machines appear as the "Noiseless," "Slinky Slouch," and "Tangotread."

Obeying the Command

Two Irishmen were among a squad of recruits who were hard at work drilling in Winnipeg recently.

"Phwat motions do yez make whin he shouts 'Halt?'" queried Pete.

"That's simple," said Mike. "Whin he sez 'Halt,' yez bring the fut thats on the ground to the side av the fut that's in the air, an' remain at attintion!"

FRAZER AXLE GREASE.



Not affected by Heat or Cold. Highest Awards at Centennial, Paris and World's Fair.

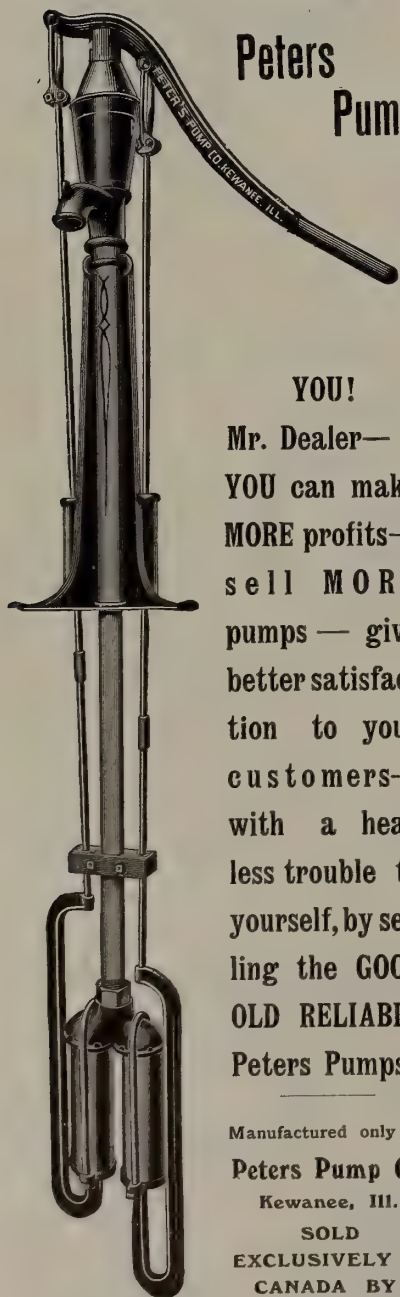
MANUFACTURED BY FRAZER LUBRICATOR CO.

Factories: St. Louis, New York.

NICHOLSON AND BAIN, Agents

WINNIPEG, MANITOBA.

The Only Original Peters Pump



YOU!

Mr. Dealer—
YOU can make
MORE profits—
sell MORE
pumps—give
better satisfaction
to your
customers—
with a heap
less trouble to
yourself, by selling
the GOOD
OLD RELIABLE
Peters Pumps.

Manufactured only by
Peters Pump Co.
Kewanee, Ill.

SOLD
EXCLUSIVELY IN
CANADA BY

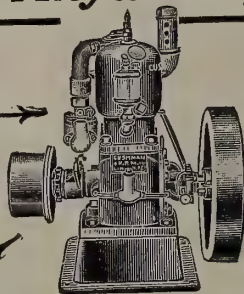
Tudhope-Anderson Co., Ltd.

Winnipeg, Regina, Calgary, Saskatoon, Brandon, Swift Current, Yorkton, Lethbridge.

The Farmer's Best Helper—His Wife's, Too. On the Job For Any Work, Anywhere, Any Time

Special Features

Light weight and compactness. Easy to move.
Patented Economy Tube in Schebler Carburetor.
Saves gasoline. A big item.
Throttle Governor gives perfect regulation and control.
Change speed while running.
Original Binder Engine. Operates any binder. Simple patented adjustable attachments.
Patented Friction Clutch Pulley



An All-Purpose all-season engine. Does all the work any 4-H. P. engine does and much that no other engine can do.

Operates any binder. Churns, runs the separator, grinds, pumps, washes, etc. Weighs under 200 lbs. Easily moved to where you have work to do.

Guaranteed 10 years.
Also 2-Cylinder 6-H. P. up to 20-H. P. Cushman for heavy duty work.

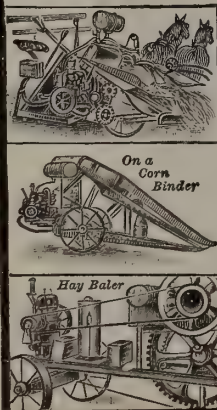
The Farm Cushman

All-Purpose Engine

What Users Say:

"My Cushman on the binder saves me a team at harvest time."
"Fine on power washer, makes so little noise. Uses so little gasoline."
"Used it on 7½-inch burr mill—walked away with it."
"Am running an 8-inch I. H. C. grinder, also churn, washer, separator."
"Cut as much wood in six hours as my neighbor did with his 6 H. P. in seven hours. His engine weighed 1000 lbs. My Cushman weighs 190 lbs."
Get Catalog and Cushman Trial Offer before you buy any engine.

Cushman Motor Works of Canada, Ltd.
289 Princess Street, Winnipeg, Man.



Trading in Implements

History has recorded cases in which the retail implement dealer has made money by taking second-hand implements as part payment for new ones, repainting them and selling them at good prices, but such cases are few and far between. Many a dealer has found it impossible to sell old implements, even when they were thoroughly overhauled and made resplendent with a coat of paint.

Every dealer who does business on a business basis should be strictly opposed to trading in second-hand goods—in either the vehicle or implement side of his business. What profit is there in taking second-hand machinery to dump it in the backyard to await the coming of the junk man—from whom in almost every case the amount allowed cannot be obtained. If you have a collection of old machines by the side or at the back of your warehouse, it makes an excellent advertisement for all comers, assuring them of the fact that you readily accept old machines in part payment for new ones. It is, in effect, an invitation for the farmer to demand an allowance for an old machine every time he wants a new one, and possesses an old scrap heap which no longer gives satisfactory service. Yes, your pile of old machines only constitutes an invitation for your customers to push the trading proposition at you.

There may be cases where dealers can handle this trading business so as to at least get enough out of the old machines to reimburse them for the amount allowed and the cost of repairing and painting the second-hand machine, but these cases are exceptions. Assuredly if the dealer can come even in a trade in this way part of the objection to trading may be removed, but from our experience in the retail implement business we do not believe that it pays the dealer to accept every trading offer made if he can get the full price for the new machine, and get his order without trading. If trading must be, let it be confined to deals with hard shell customers who positively decline to buy new machines unless relieved of their old ones.

If the dealer keeps the old machines from the public gaze and in no way advertises the fact that he buys second-hand goods, the demands made upon him for an allowance for old implements will not be many. If he makes trades at all, he should keep the old machines under cover until they have been put in market-

able condition, then show them only to the farmers who are looking for something cheap and are willing to buy second-hand machines.

Gang Plows—Not Guns!

The wife of a dealer in Saskatchewan was reading the latest war news to her husband. She came across the item: "Descending on the village in force, the French captured several hundred rifles and two batteries." "By crikey, Maria," mused the dealer, "if they'd only descend on this village looking for gang-plows—not guns—like that, we could go to 'Frisco next year."

Figuring Horsepower

The National Gas Engine Association, in a bulletin, gives the following formula for computing the horse power of an engine:

"To obtain the full power of any gasoline engine, the engine must be run at its normal speed.

"To allow an engine to run at normal speed, the pulley on the engine and the one on the driven machine must bear a correct relation to one another. That is, they must be properly proportioned.

"To find the correct diameter of the pulley for your driven machine proceed as follows:

"Multiply the diameter of your engine pulley by the number of revolutions per minute that your engine runs, and divide by the speed of the driven machine. The result will be the correct diameter of the pulley for your driven machine."

Engineers Creating Standards

The statement has frequently been made that farm machinery is not designed so much as it is built by rule of thumb. The fact that practically all of it must do its work while travelling over the ground makes economy of power and light weight the first consideration. Frequently, the factor of safety in some important parts is cut to too low a point as a result and considerable experimenting is required before the machine, like the "one-hoss shay," is equally strong in every part.

It has been felt, however, by the manufacturers and educators who are members of the American Society of Agricultural Engineers, that some basic principles could be worked out in connection with farm machinery. The A.S.A.E. Committee on Standards has made a good start in this direction, but is first taking up some of the minor problems which cause a great deal of grief for both maker and user.

The question of standardizing

parts so that the cost of repairs can be reduced is regarded one of first importance. Such matters as standard screw threads; height of wheel, width of tire and width of tread in wagons; plow sizes and shapes; singletrees, double-trees and eveners for implements, are all receiving attention by the committee, of which Prof. J. B. Davidson of Iowa State College is the active head.

The gas engine is receiving its share of attention, especially in connection with a uniform method of rating the horsepower. This will apply to both stationary and traction engines. Some progress is being made also in recommendations for standard ignition apparatus.

The A.S.A.E. is also studying the matter of catalog sizes, hoping that farm machinery literature may some day be brought to a uniform basis, so that dealers, farmers, libraries, etc., can keep their files to better advantage. This has been done in some lines, partly the electrical, with great success.

It's no easy task to convince a farmer that city people ever get up early enough to do an honest day's work.

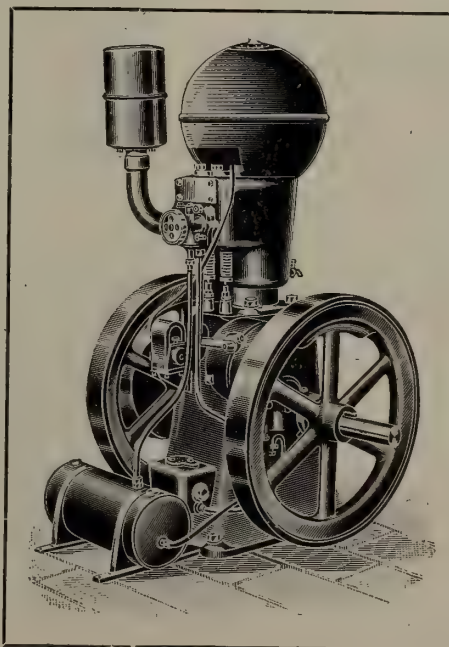
"The proof of the pudding is in the eating," quoted the Wise Guy. "And sometimes in the vermiform appendix," added the Simple Mug.

A WINNER — EVERY TIME!

The Winnipeg Demonstration proved that the "LISTER" is the **BEST GASOLINE ENGINE** offered for sale through the Western Canada Implement Trade

SCORES

Lister Gasoline Engine 406.5 points
I.H.C. Gasoline Engine 385.3 points
Cushman Gasoline Eng. 383.9 points
Cockshutt Gasoline Eng. 332.5 points



All bearings in the "LISTER" Engine are of Phosphor Bronze, and are guaranteed to be one per cent better than those used in the BRITISH NAVY.

Heron, Sask, Aug. 15, 1914
Messrs. R. A. Lister & Co., Ltd.
Winnipeg.

Dear Sir:—The 7 H.P. Engine which I purchased from you last year is giving perfect satisfaction. I knew nothing of gasoline engines until I got this one, but since then have looked at other makes and am pleased I selected a "LISTER."

I would advise anyone needing a gasoline engine to consider the different points of advantage in the "LISTER" Engine—such as Lubrication, Bosch Magneto, British construction. You may use this letter in any way you wish. Yours truly,

GEO. FAIR.

For Commission Contract for LISTER GASOLINE ENGINES and Melotte Cream Separators, write at once to

R. A. LISTER & CO., LIMITED

TORONTO, ONT.

WINNIPEG, MAN.

ST. JOHN, N.B.

How Every Man Can Help

All of us cannot lay down the pen to take up the sword, nor can we throw away the order book to grasp the text book on military formations and regulations. We have cheered as our volunteers pulled out of the depot on the troop trains; cheered while somehow a lump lay in our larynx that would not be swallowed. We have seen little, old ladies with white strained faces down which ran the pitiful tears of age trying to wave a cheerful farewell to the lads who have rallied around the old flag; and we have turned away when we saw the dumb despair on the face of a young mother as she saw the breadwinner steam away to meet—what?

The God of Battles must know how women ever have the harder part of warfare. The waiting and uncertainty, the sleepless suspense, and beyond all the constant worry over how the children are to be fed. In that respect we can help; every man who is a man can donate his tithe towards taking care of the women and children, but away beyond that every business man has a duty and a place to take in a metaphorical firing line at the present.

We must, each and every one

of us, do our utmost to sustain confidence in business. Battles must be fought, and may be lost or won, but business must go on. Every effort made to keep business conditions normal, every cheery and optimistic sentence spoken to give confidence to others is as much a blow struck for the nation as though you handled a rifle. In Great Britain, Germany and France, for months before this war, a severe economic depression prevailed. Possibly business men sensed the trouble that was to come, anyhow statistics show a woeful falling off in trade and commerce in these countries.

Such a depression has, of course, a reaction which we feel in Canada, but in every respect we are infinitely better off than those countries located near the zone of the war. Yet we should not suffer in silence. If business begins to go against us we must simply put on steam and overcome the obstacles. We can do this through our greatest business sustaining power—that of advertising. It is to the credit of some of the greatest advertising concerns on this continent that they immediately met the ill winds of trade by increased advertising and increased optimism. If bus-

iness does not come to us, we must go after it; that much should be apparent to every business man. And the more consistently we pursue business, the more confidence we install into those with whom we come in contact, the better men are we. There is a duty for the men behind the firing line, that of going about the country's business with extra zest, that of building up the bulwarks of our national business confidence.

Salesman as War Correspondent

J. H. Budd, a salesman for the Moline Automobile Co., who recently returned from South America, received a wire from the Toronto Evening Telegram which led to his resigning in order to report for European service as a war correspondent for that Eastern newspaper. Mr. Budd is no novice at the depiction of war; he was correspondent for the Toronto Telegram for nearly four years during the Boer war, and was the man who first gave Canada the news of the relief of Mafeking. Yet we feel that so strict are the rules in the present war that there will be little chance for this Budd to blossom as a sender of live battle scenes.

interesting factory views are shown. The complete line of top buggies, runabouts, buckboards, slat wagons, concords, surreys, road wagons, spring wagons, delivery wagons and carts is shown.

Implement Men In Europe

The various Canadian and American concerns who have employees located in the European war zone, are, more or less, concerned regarding the welfare of these gentlemen. In the States the Emerson-Brantingham and other companies have advised the secretary of state of the location of their men and requested that the government use every means in its power to enable these men to return to the United States in safety, or to protect them as citizens in the event of their leaving Europe being impossible. Obviously the marooned machine men will have considerable difficulty in communicating with their headquarters, yet the various British and American consulates should be able to see to their safeguarding in such areas as are not directly affected by war. Those men who are in Germany or Austria may have very considerable privations and inconveniences to suffer now that the war is at its height, since it is apparent that the ordinary citizen is not immune from great risk, the ordinary rules of warfare with regard to non-combatants being disregarded, especially by the Germans.

The old-fashioned boy who used to carry a dime novel in the hip pocket of his pants now has a son who carries a lot of September Morns in the inside pocket of his coat.



Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order
Brandon Pump & Windmill Works

Brandon Man.



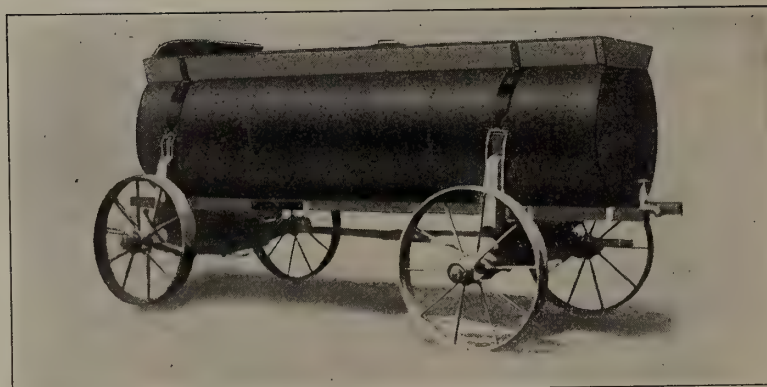
A New Vehicle Catalogue

An interesting catalog has just been received from the Emerson-Brantingham Implement Co., Rockford, Ill., covering its well-known line of vehicles. This publication contains 116 interesting pages of descriptive matter and illustrations, with complete specifications of each job. Several

Dealers: Only a Few Left—Get in to get Profits!

WAGON TANKS

Get in on something that farmers want badly, something that means ready money to you. We have in stock a limited number of these Wagon Tanks. They are made in two sizes, 300 and 400 Imperial Gallons. They will mean a good profit margin for YOU.



Style B Tanks, 300 and 400 Gallons Capacity.

WAGON TANKS

A chance to get tanks of this quality at the prices we are quoting only comes once in a lifetime. Every feature in them spells **QUALITY**. They are constructed of the best sheet steel, lap rivetted.

You can please your customers and profit your business by getting in on this offer.

Write us a "show-me" letter today. Ask for full description and for our special fall discount on these tanks. It will mean money to YOU.

RED RIVER METAL COMPANY, WINNIPEG 51-53 AIKINS STREET



To the Dealer Who Has a Desire to Pocket Bigger Profits

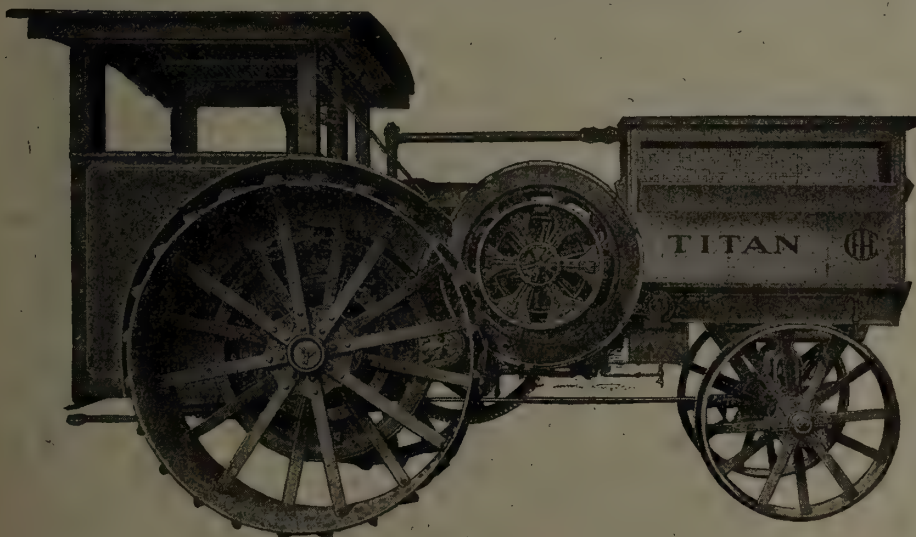
THE worth-while thresherman knows from experience what reputation means. Nothing is wafted about so quickly from farm to farm as is information about the efficiency or the inefficiency of a threshing outfit. A good reputation for threshers and threshing power, once acquired, is always an asset for the agent who handles the favored line.

Be sure you are right at the beginning—when you are looking for the best selling threshing outfit. Nothing will tell you more of what you may expect in the way of sales than past records, standing, and reputation of a make. Apply these final tests—and all other tests you may think of—to

International Harvester Oil Tractors, Mogul or Titan and the Satisfactory I H C—Sold Thresher Lines

and you will know in which machines lie the most profit for you.

Mogul and Titan oil tractors give your customers the most power and the best steady service, least trouble in the way of care and attention, least difficulty in the way of breakages—and they prove by far the most economical power for him in the long run. They are free from dangerous sparks and annoying soot, and are ready at any instant



for work. They are fitted, in addition to threshing, for an almost endless round of farm duties, in belt and drawbar work. They are built to meet the average farmer's needs in style, weight and size.

The threshers we sell are built to furnish the same satisfaction—to complete the successful outfit. They range widely in size, capacity and efficiency, to meet all conditions.

It will take you but a moment to put a letter in the mail, addressed to the nearest branch house. Post yourself in the matter. There is profit in selling International Harvester threshing outfits.

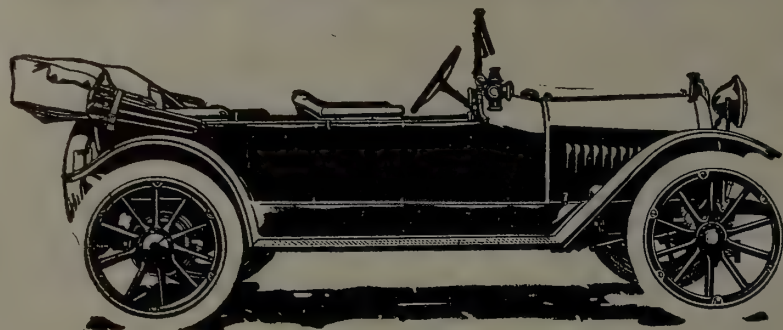
International Harvester Company of Canada, Ltd.

WESTERN BRANCH HOUSES

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.;
Winnipeg, Man.; Yorkton, Sask.

Hupmobile

"The Car of the Canadian Family"



Touring Car, regular equipment, \$1,230, f.o.b. Windsor. With electric lighting and starting, demountable rims, over-size tires, tire carrier, \$1,380, f.o.b. Windsor.

Note This:

A big proportion of our Hupmobile sales are the direct result of the recommendations of Hup owners. Hup owners here—and everywhere—get continuous service from their car. Not only that—they get this service at a surprisingly low cost. For the Hupmobile costs less to run—costs less for gasoline, for oil, for tires and for repairs.

Prove It

You can easily prove this to your complete satisfaction—ask any Hup owner. He will tell you that his Hup is in commission day in and day out. He will tell you that is Hup is "easy" on gasoline, "easy" on oil, "easy" on tires. When you have this testimony—give us a chance to show you how well the Hup rides—to point out some of the reasons why Hup service is continuous and economical as well. These vital facts you ought to know.

Joseph Maw & Company, Ltd.

112-118 King Street Distributors for Western Canada WINNIPEG

FEED CUTTERS AND POLE SAWS

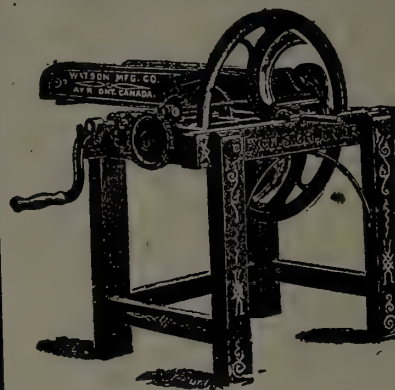
SEASONABLE SELLERS

The Dealer misses a source of Profit who does not sell

Watson's Feed Cutters

For Hand, Horse, Gas or Steam Power

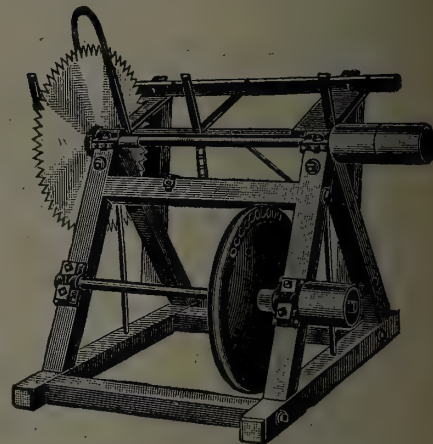
Supplied in seven styles and sizes, and will cut hay, straw and corn perfectly, capacity from $\frac{1}{2}$ to 3 tons per hour, good for either small farm or large ranch. Chain drive; knives of special English steel, cuts from $\frac{1}{2}$ in. to $1\frac{1}{2}$ in. Write for full particulars of these labor saving machines.



Hardwood Frame Pole Saws

Made with three 5x6 inch pulleys, solid steel shafts and babbited boxes. Extra heavy flywheel; rigidly braced hardwood frame. Total weight of these Pole Saws, 325 lbs. Saw Mandrels supplied separately if desired, including saw shaft, boxes, flywheel, pulley and saw clamps. The highest grade materials are used in these saws; they will appeal to your customers.

Write today for Catalogues and full particulars



"NO ONE CAN
GIVE YOU A
BETTER DEAL"

John Watson Mfg. Co.

311 Chambers Street, Winnipeg

THE FEDERATION OF TRADE PRESS ASSOCIATIONS

WILL HOLD ITS

ANNUAL CONVENTION

At the Congress Hotel, Chicago

Sept. 24, 25, 26, 1914



HERE you will rub shoulders with the publishers of trade, technical and class publications, financiers and public men—men who are vitally interested in business building through the business press. You will mingle with the men whose business interlocks with your business, who are meeting with problems with which you constantly contend. And you will hear them tell about methods of solving these problems.

One Good Idea Will More Than Pay for All the Time and Expense of Attending This Convention

MANY of the ideas promoted by these business men can be applied to your business. A single new idea may revolutionize a selling plan or an advertising campaign. At least this meeting will keep you in touch with the trend of modern business thought. Come, if you are a Publisher. Come, if you are a Manufacturer. Come, if you are an Advertising Man. Come, Mr. Business Man. There will be plenty of accommodations and interest for all.

For Further Information Address

E. R. SHAW, Chairman Committee on Arrangements

537 South Dearborn Street, Chicago

THE FEDERATION OF TRADE PRESS ASSOCIATIONS

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CANADIAN FARM IMPLEMENTS

Vol. X., No. 10.

WINNIPEG, CANADA, OCTOBER, 1914.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00.
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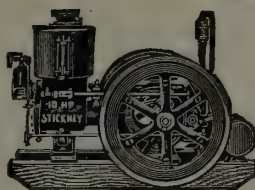
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The engine that is well known and well liked. All sizes in stock, also all repairs and extras. Write for particulars. DO IT NOW.

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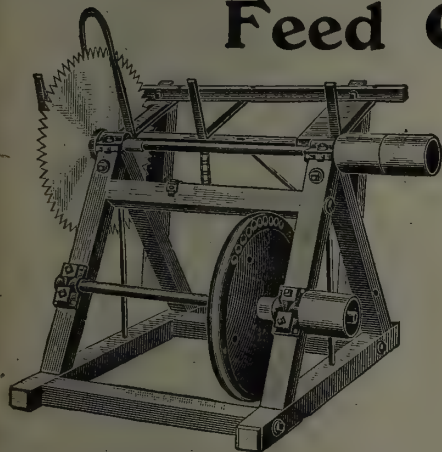
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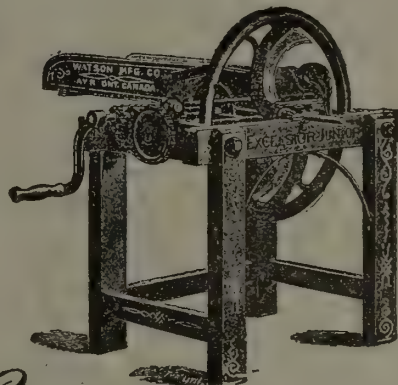
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The Wagon Loaded

You can sell one to every man who owns a wagon. Order your next shipment of wagon boxes without seats, and give your customers the Lloyds Spring Seat. They take up no box space and are light, strong and durable. Write to-day for prices and full particulars.

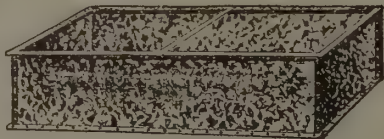
"Lloyd's"—The seat for Western Wagons

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Going Home

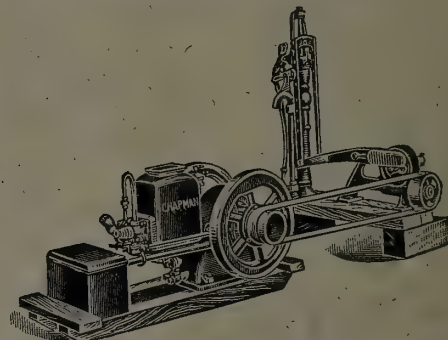
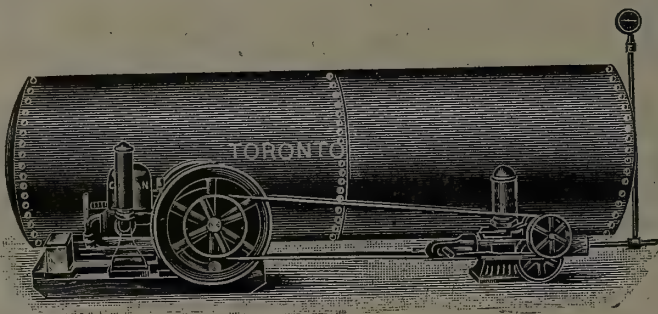


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Are you trying to tramp your way to success over dissatisfied customers, with cheap, inferior goods, or are you making a lasting impression and staunch friends by handling a superior line? If you have not contracted with us for our Chapman Gasoline Engines, Toronto Windmills, Chapman Well Drills, Toronto Grinders, Pumps, Saw Frames and Saws, Water System Outfit, now is the time to do it.

Write to-day and have our representative call and see you.

ONTARIO WIND ENGINE & PUMP CO., LIMITED
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"THE WINNER" SEPARATOR AND CLEANER

This is a machine which is absolutely necessary to the farmer who looks for results and profit from his labor. Do you want facts to prove its necessity? Here they are: On September 17 and 18, 1913, 2,035 cars of wheat were inspected at Winnipeg. Of these 95 were rejected for weed seeds. The amount of weed seed in a bushel of rejected wheat varies from 3 to 15 lbs. Take 10 lbs. as an average, and you find that one-sixth of the contents of the rejected cars was weed seed, equalling 15,833 bushels of useless trash. Calculate, if you care, the money lost in feed value, hauling and shipping this amount. With prevailing prices this year, you will be able to show your customer why he should own a "Winner."

In Three Sizes: 24, 32 and 40 Inches

No. 1 has a capacity of 30-40 bushels per hour; No. 2, 40-60 bushels, and No. 3, 60-80 bushels. Furnished with or without Bagger, we guarantee the "Winner" to have double the capacity of any other Fanning Mill and to do 75 per cent better work in all kinds of grain and seeds. Built of the best materials it is easy to operate and gives perfect satisfaction.

Write to-day for Full Particulars and Prices

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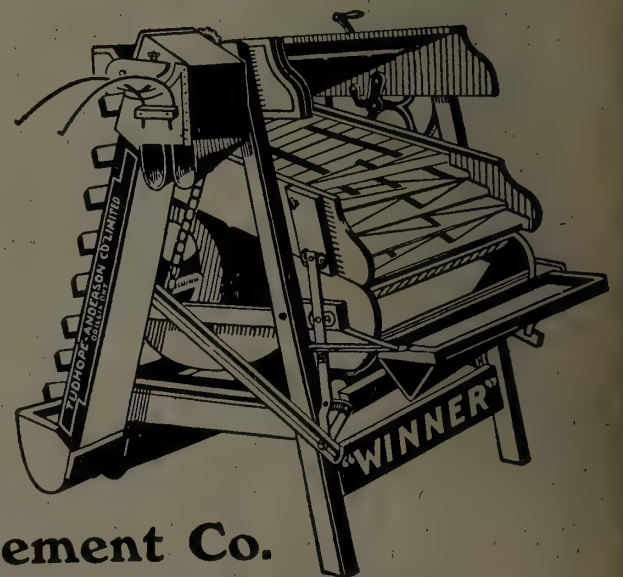
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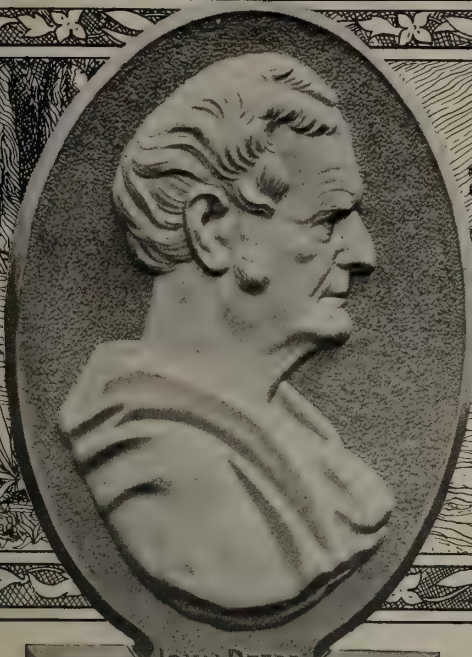
WINNIPEG

REGINA

SASKATOON

CALGARY





JOHN DEERE
HE GAVE TO THE WORLD THE STEEL PLOW

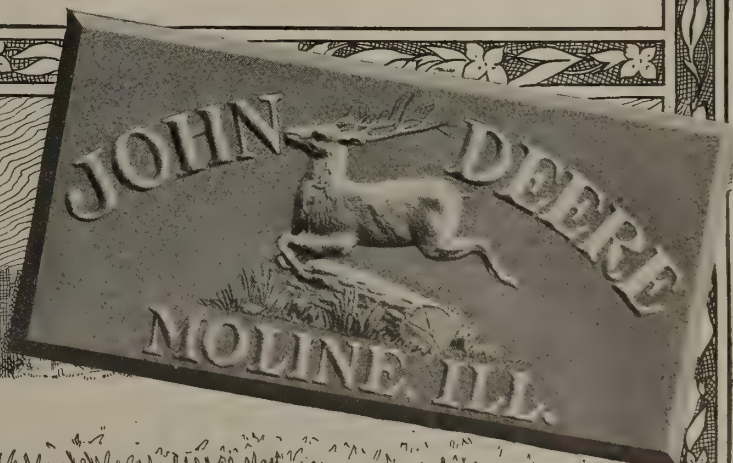


Seventy seven years ago pioneers were seeking a plow with which to subdue the rich but stubborn soil of the west ~

And John Deere solved the problem. Today the world's greatest crops are harvested from these same lands.

John Deere made a steel plow that was self-scouring ~ he commercialized the steel plow ~ made it practical and profitable for farmers to use. Today his name means the world's best in plow building.

The name John Deere is plow insurance ~ it fixes the quality and has done so for seventy seven years. The increasing number of John Deere Plows sold every season indicates the farmers' final verdict.



Better Sales—Bigger Profits

Are Yours for Next Season if you go after them via
THE COCKSHUTT AGENCY WAY

Here's the Prime Reason:—

The Cockshutt organization is ready to supply you with practically every implement the trade of your district demands—implements that have proven their superiority, both in design and quality of materials, on numberless occasions. And further—they will stand behind each sale you make to responsible parties with an iron-bound guarantee of satisfactory service at the work for which each implement is intended.

There is unlimited value and good-will in a business when you build up a trade featuring a particular line of goods. For instance, you sell a farmer a Cockshutt plow, after explaining to him the quality of the materials used in it, the ability of the firm to make good every claim advanced for it, and your own personal knowledge that it will do the work for which you are recommending it. Then, later on, the same farmer comes back to you for a Disc Harrow. He has had entire satisfaction from his plow and is naturally favorably disposed toward the Cockshutt line. So it is reasonable to believe that it will take less time and be an easier matter to sell him a Cockshutt Harrow than any other.

And so on all down the line of machines and implements that the Cockshutt Agency brings you. There are no special selling periods for Cockshutt Agents—they have goods for every season of the year.

Some Men

still see all business in Canada going to the bow-wows. Why should it?

Aren't we here in Western Canada enjoying the highest prices for wheat, oats and everything else that we have known for years.

And are not our friends across the water and our own statesmen calling upon us every day to demonstrate our patriotism to the Motherland and her Allies, by producing more food stuffs from our abundant stretches of fertile lands—asking every farmer in the country to sow an extra few acres next season so his crop will be that much larger than this year.

Yes:—and you can wager your last dollar that every farmer will make a strenuous effort to get that extra crop and **EXTRA PROFIT** from the prevailing high prices for what he has to sell. It's an opportunity not likely ever to be repeated.

It's your opportunity too.

Increased production will necessitate more plows to break new land, more tillage implements to prepare it for the crop, more binders to harvest it, more wagons to get the grain to elevator and railway station—and so on.

Isn't it a golden opportunity for the dealer with a line that will meet **ALL** the demands of his community? The Cockshutt dealer is bound to be right in the front of the procession with his **FULL** line of trade winners.

Is that your place? Speak early.

Just Look Over this Line of Business Getters

PLOWS

Prairie Breaker; Brush Breaker; Stubble, Riding or Walking, Single Furrow or Double Furrow; Engine Gangs in Mold-board or Disc styles and Standard Lift or Power Lift types; Engine Scrub Breakers.

SEEDING MACHINES

Grain Drills, Grass Seed Attachments, Corn Planters, Potato Planters, Manure Spreaders, Fertilizer Attachments, etc.

CULTIVATING IMPLEMENTS

Diamond, Boss, Clip, Lever and Spring Tooth Drag Harrows; Disc Harrows, in Heavy, Light, Inthrow, Outthrow, Orchard and Double Disc types; Field Cultivators—Spring Tooth and Stiff Tooth. Corn Cultivators, Scufflers, Pulverizers and Subsoil Packers.

HARVESTING MACHINES

Binders, Reapers, Mowers, Rakes, Corn

Binders, Hay Presses, Potato Diggers, Grain Tanks, etc.

VEHICLES

Wagons, Lorries, Carts, Metal Wheel Trucks, Carriages, Cutters, Sleighs, etc.

CHORE MACHINES

Feed Cutters, Pulpers, Slicers, Grain Grinders, Fanning Mills, Wood Saws, Gasoline Engines, etc.

We would like to give **YOU** full information on this line for next season—if we are not already represented in your community. For the Cockshutt Agent who is alive to his opportunities there is good business ahead. Better get in touch with us at once—don't put it off till tomorrow.

Cockshutt Plow Co., Limited

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CANADIAN FARM IMPLEMENTS

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Why Ivan's Plow is Unpaid

A Tale That May Be Multiplied Indefinitely

Several months ago Ivan Ivanovitch harnessed the three shaggy Russian ponies to his troika and drove across the steppes of South-western Russia to his nearest town, Gorodnya in the province of Chemigof. Ivan had a small farm and he labored assiduously to pay the high rent demanded by his landlord, and to feed the mouths of five little Ivanovitch's, each of whom, to the extent of his or her strength, helped out their father and mother on the little farm, on the steppes. Ivan could neither read nor write, but he had got a good fund of common-sense and he had heard the priest in his nearest village dilate on how his nephew in far-away Canada sent letters telling how in that land were plows that cut not one furrow but twelve! These plows were dragged by mighty explosive engines; Ivan likened them in his mind to the locomotive which he had seen dragging the heavy train that daily passed through Gorodnya on its way to the far-off city of Minsk.

Every detail of these talks by the priest, tales told as they drank the tea from the steaming samovar, was fresh in his memory. The priest was better educated than are the majority of Russian priests, moreover he shared, in common with Ivan, the idea that profitable husbandry did not lie through the door of the village dram-shop, where the insidious vodka worked its will upon the minds of the simple "moujiks" (peasants).

For this reason Ivan was accounted a fairly prosperous tenant farmer, possessed of wealth—from the standpoint of a Russian peasant—which, brother, is far from what we reckon wealth in Canada.

Ivan was the proud possessor of an iron frame plow of uncertain age. It had originally emanated from a factory in a place

called Scotland, and Ivan had purchased it, after much haggling, from a youthful farmer who had for a time tilled the soil of an adjoining farm. The latter had emigrated to America, selling off his few implements, upon which alone he had been accounted a man of some substance by the community. For some years Ivan had toiled with the plow, steadily laying away a few roubles in the old tea box that lay on a shelf above the stove. But the priest had raised the canker of ambition

in a steel foundry. But to such as were honest he would give tools or implements on trust, or perhaps so many roubles down and so many roubles when the grain could be sold. This only, however, to men in whom he had faith; and surely, mused Ivan, he would help him in the matter of this plow that could do twice the labor that his old and worn plow could accomplish.

Arriving at Gorodnya, Ivan, after much talk, got from Paul Michaelovitch one of these won-

look thee to these levers and I shall explain their working—."

So it was that Ivan drove out slowly from Gorodnya, drawing behind the troika such a plow as the brother of the priest had written of; hope high in his heart that soon he would repay the two hundred roubles and also lay at the feet of the avaricious Dmitri Sokoloff, his landlord, the balance of his rental money still unpaid.

* * * * *

The two-furrow plow had done its duty, and the golden grain waved in glorious growth beside the farmstead of Ivan Ivanovitch. One afternoon, as he was sharpening a scythe on a grindstone, a solitary soldier cantered up the track toward the little farm. It was a Don Cossack, a lean grim-faced giant who rode like a part of his horse. Across his shoulders were bandoliers and a long spear rested its butt in a stirrup boot.

"Ivan Ivanovitch," he queried, pulling a blue paper from a pouch. "Reservist of the 147th Infantry?"

"I am he," replied the farmer.

"Come then to the village, and speedily. The captain awaits thee. To-night we return to Gorodnya."

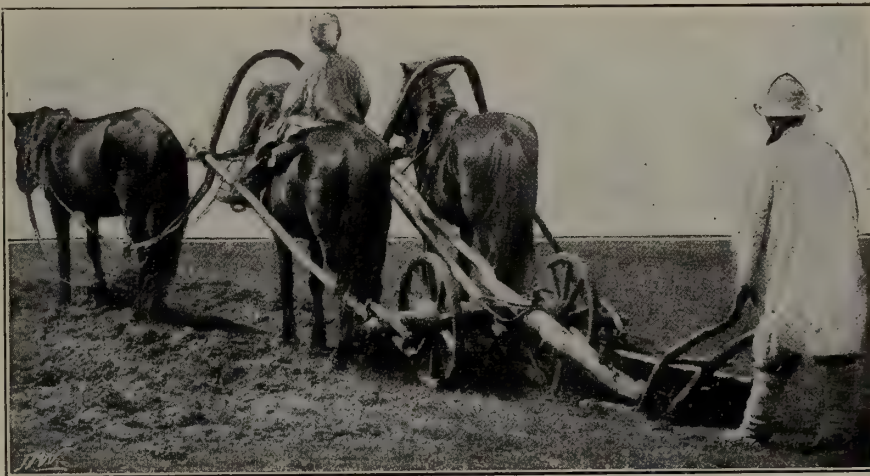
"Wherefore am I required," asked Ivan, "did I not fulfill my service. I also fought for the Little Father against the yellow people in the East."

"Hast thou a son, moujik?"

"A lad of fifteen—and a cripple!"

"Leave him to thy crops; here is the order. Come!"

It is needless for us to portray the parting. Down the bridle path went Ivanovitch. Behind him the anguished face of his wife, surrounded by their weeping children. In front the pony of the Cossack, messenger that Holy Russia needed him to fight—for what he did not know! One



The Wooden Plow of the Steppes—such as Ivan's neighbors used.

in the bosom of Ivan; it was only a few weeks since he had told of how, in Canada, there were iron plows that cut two furrows at one time. And these plows could be drawn by horses—needing no explosive engine!

Thus it was that Ivan drove across the steppe with an aim in view, for was there not in Gorodnya, Paul Michaelovitch the rich merchant who sold machinery and who now was the agent who had such plows, these being sent from a factory in Canada, coming by way of Odessa.

Paul was a hard man, many said he was no true Russian but rather a Jew! In his youth he had been a sailor, and for many years had lived in America where he made much money by working

derful plows of which the priest had spoken. A plow it was such as Ivan had never dreamed of possessing. Two gleaming shares and wheels painted a bright yellow; the frame a glorious red—a contrast of colors that delighted the heart of the beholder.

"I trust thee as an honest man, Ivan Ivanovitch," said Paul, "ever hast thou paid every man to whom a rouble of thine belonged. Thy children must be fed, and I know that thou hast to buy yet another horse. Take thou the plow and pay me the two hundred roubles, a little when harvest shall be past; the rest as my terms are. This plow will mean more grain for thee, a better return for thy labor. The horses shall draw it as I showed thee; now

last look at the uncut grain, then forward march!

* * * * *

Only a little time had passed and the full moon of Autumn laid its beams softly over the uncut wheat. Far away in East Prussia, in a swamp beyond Lyck, lay the body of the man who had sharpened the scythe to cut it down so that the many roubles might be paid for the plow, and that Sokoloff might have the arrears of rental. Simply a broken body, shattered by German shrapnel; but on the still, dead face seemed to be written a wondering look; wonder at the reason of this killing of men, or perchance at how Katusha far away, along with the cripple lad, could pay the money that was owing to Paul Michaelvitch.

Can it be that the dead understand? From the agony of death on the battlefield did the drifting soul of Ivan see his wife and children evicted by Sokoloff, the grain cut and sold by the taskmaster's men, and the two-furrow plow taken to be sold that the rental money might be forthcoming. There we leave the story of Ivan; his life ended and his rigid fingers grasping his rifle as he lay among the lush growth of the swamp. Only remains a little concerning the gang plow.

* * * * *

We are no longer in Russia, but in far-off Canada, where dwelt the brother of the priest who wrote of implements that raise ambition—even in a moujik!

It is also war-time in Canada. In the West a certain rabid paper, written we assume in the interests of farmers, breathes in its every issue maledictions at the manufacturers of farm machinery—bloated capitalists who, on the first sign of decreasing sales owing to war, shut down their immense plants throwing thousands

of operatives out of work. The faculty of stringing words together coherently does not always imply that they contain an atom of common sense. So it was with this farm paper! The man who cursed and jeered at the implement manufacturers with his pen had not sufficient brains beneath his hair to realize that there were thousands like Ivan Ivanovitch. There were also countless others in Austria, France, Belgium and Germany. To the mobilizing officer they might have answered to the name of Wasyl Fulek, Jean Leblanc, Jacques Dupret or Karl Schwartz. Behind each, as he stood in the firing line, or lay dead as did Ivan, possibly lay a little patch of uncut grain; in the aggregate they may have been hoping to pay for millions of dollars' worth of gang plows, binders, seeders, maybe even "explosive engines" such as the priest's brother told of.

War—and sudden death—came between them and their hopes. They may return to their burned out or shell-shattered farm homes, or they may not! That depends on destiny and the path of many bullets. The implements may be ruined, broken, smashed up by wanton maniacs who bear the name of civilized soldiery. And it is very, very doubtful if ever, the men who sold them will receive a franc, a mark or a rouble in payment for these implements. The loss to the manufacturers who exported them to Europe will be enormous; they have no redress; it is but the fortune of War!

Yet there exist men in the guise of clear-sighted journalists who rave and rant, offering socialistic sops to those foolish enough to believe their gibberings, saying that the manufacturer, out of his years of enormous profits, should continue to

run his plant at full capacity—to supply a market that will not exist and to add to an already stupendous loss due to credits extended the farmers of Europe. We believe that every man, be he journalist or manufacturer, has some patriotism in his soul. We believe that he will deprive himself if need be at war time, and that even a manufacturer will make every effort to keep his wheels running. That much we have seen. But we also believe that before fools criticise the act of shutting down a plant—a thing no organization does unless absolutely forced to—they ought to at least try and look at the actual facts of the case. Idle machinery in a factory, valued at hundreds of thousands of dollars, does not pay when the wheels stop! Neither does it do aught but invite financial suicide to keep on building farm machinery for export at a time when exports have entirely ceased. To throw good money after millions lost in giving very necessary credit to the farmers of Central Europe is surely only the blatant blattering of a fool utterly ignorant of the actual facts of the export side of the farm machinery business!

Agricultural Methods in Russia

The agricultural methods in vogue in Russia are primitive, owing to the illiteracy of the majority of the population, and to the fact that until recent years Russian peasants were formed into communities, each member of which was bound to act in accordance with the system adopted by the majority.

In general, the peasants follow the so-called three-field system, consisting of the following rotation: Winter crops, spring crops, pasturage. Cereals are growing in

the central and northern sections also rootstocks (chiefly beet roots) in the southwest, while grass sowing is being introduced in parts of central, southern, and eastern Russia. Clover has been adopted to some extent, though it does not enter into the general system of rotation. In the cereal region, either rye or wheat is chosen for the winter crop and wheat, barley, oats, or rye for the spring crop. Potatoes and other vegetables frequently take the place of the cereals.

In Eastern Russia, where farm land is abundant, it often happens that the peasants do not use all their holdings, tilling one part for a couple of years and then shifting to other sections that have been for some time unused.

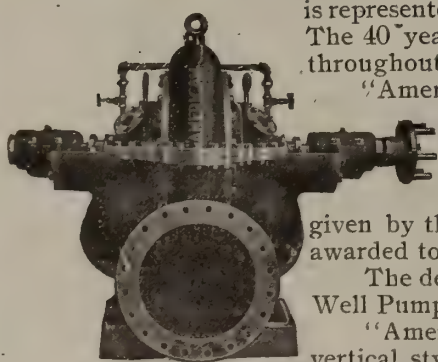
Where the latter method is followed fertilizers are not required. In central Russia barnyard manure is generally used; in western Russia commercial fertilizers have been introduced.

Among the poorer and more backward peasants the primitive wooden plow is still in use, and wooden harrows are often met with. In central Russia rye is cut with sickles; other cereal crops, as a rule, with scythes. Flails are used throughout the country, except in the south, where thrashing is done by means of stones dragged by horses.

Work and Concentration

Whatsoever I have tried to do in life I have tried with all my heart to do well. What I have devoted myself to, I have devoted myself to completely. Never to put one hand on anything on which I could not throw my whole self; and never to affect depreciation of my work, whatever it was, I find now to have been one of my golden rules.—Dickens.

THE STANDARD BY WHICH OTHERS ARE JUDGED



is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness.

"American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

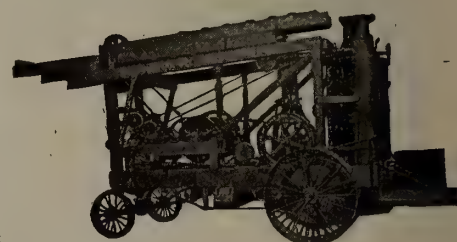
The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

Agents Wanted in all unoccupied territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, Ill., U.S.A. Chicago Office, First National Bank Building



Water and Power Systems

We recently received from the Ontario Wind Engine & Pump Co. their latest catalogue, No. 23, and while in the past this enterprising concern have produced catalogues of exceptional merit, we feel that in their latest publication they have surpassed themselves. This handsome book—entitled "Chapman Water and Power Systems" comprises one hundred and fifty pages within an artistic embossed cover. Merely as a handbook of what has been done in the adaptation of water and power systems the catalogue has a great educative value to any implement dealer; as a volume for ready reference it has a still greater value. The page size is 9 inches by 6 inches—a handy dimension for filing—and a point to be commended when one considers the page size of some similar publications.

The illustrations throughout are clear cut and of a high order of merit, the quality of paper being excellent. Many fine photographic reproductions show pumping installations by the company at various points. In detail are given the component parts of the Canadian Airmoter, fully explaining the gear system, etc. Data and illustrations cover windmill towers, tank towers, tanks and troughs, pressure systems, saw frames, pump jacks, wood and iron pumps, hydraulic rams, well drilling machinery, etc.

Especially interesting is the section of the catalogue devoted to the Chapman Gasoline Engine, and also the details of the barn equipment made by the company. In brief, the catalogue can well be described as a valuable text book on pumps and pumping, while valuable information is given, with tables, covering tank and cylinder capacities, water pressures, friction losses, etc. The catalogue should prove a valuable adjunct to the library of every implement dealer, and any interested dealer can obtain it by writing the nearest branch of the company, mentioning Canadian Farm Implements.

Horse Labor and Wasted Energy

Not only every engineer but the majority of intelligent individuals know that there is an immense loss of energy in the inefficient use of coal as applied to making steam for power purposes. Yet there is very little notice taken of the equally uneconomical use of horse labor on the average farm, says a writer in Conservation. In

this respect the tractor should appeal to the farmer from an economic standpoint. To cite an example, many owners of Western farms keep a large stock of work-horses to handle the rush of work during the summer, which means that during the greater part of the winter these horses have to stand idle in the stall, representing a continual outlay for feed, etc.

Investigations carried on by the United States Department of Agriculture show that, in the northern States, taking the entire year, each farm horse works on an average only 3½ hours a day. This low figure represents a considerable loss of useful energy, for which the remedy must be sought in one of two ways. Either farm operations must be more diversified, so as to spread the work more equally over the year and make it possible to reduce the stock of working horses, or machinery must be substituted for horse power to a much greater extent than at present. Every horse-owner is entitled to expect, and to strive to attain, a satisfactory return from his investment in horse flesh. The right way to do this is not to overwork the horses, but to put more brains into his business, so that, as far as possible, no horse may be idle for any lengthy period, nor yet have to work overtime during rush seasons.

Implement Manufacturers Meet

The twenty-first annual convention of the National Implement and Vehicle Association will be held at the Congress Hotel, Chicago, Oct. 21, 22 and 23. Along with the reports of acting committees a fine programme of discussions and addresses has been arranged.

Our Apologies

Notwithstanding the fact that, so far as advertising is concerned, times are far from propitious, we desire to state that an advertisement scheduled to appear in our September issue was inadvertently omitted through a misunderstanding. This advertisement was that concerning the Owen's New Superior Wild Oat Separator, as handled by the Cushman Motor Works of Canada, Winnipeg. Nevertheless a good thing can always be sold, consequently every dealer who wants to look into the merits of wild oat separators should turn to page 21 of this issue and learn about this mill. The Owens is a separator which possesses features of design that make it a valuable asset on any farm, large or small.

Vehicle Wheel Patents

Of late there have been a great many patents taken out for improvements in vehicle wheels, some of which, from a practical point of view look like valuable ideas. Canadian patent 155,694 is by L. R. Doran, an English inventor who has drafted a wheel of an old yet original design. All of us have seen, in large flywheels, how the spokes are cast in tangential curves so that contraction may not spoil the casting in cooling. This new wheel is based upon this tangential spoke pattern. The hub is hexagonal, that is six sided, in shape. From the six faces the spokes, made of a single blade of steel, curve into a semi-circle to clamp on the rim to which they are bolted. The value of such a spoke design can be readily seen by the vehicle man, since the spoke has a spring like stress in one direction whatever position the wheel may be in, the stress being such that no subsequent stress caused by driving, braking or otherwise will create an alternating strain.

Patent No. 155,686 is for a spring spoke of a totally different design. On each spoke a thimble is mounted to slide on the spoke to which is attached a helical spring which forms part of the spoke taking any varying strains to which the spoke may be subjected.

Advertising by 'Phone

Most of us in rural districts, who use the rural 'phone, are only too well aware of that little click heard through the receiver which acquaints one of the fact that down the line some busy (?) personality is doing a little bit of eavesdropping. This faculty of inquisitiveness, so inherent to humanity has been turned to account by an implement dealer in Oklahoma, J. E. Barklow.

In a distant part of his territory is a family who are large buyers and who invariably patronize his store. During every week this dealer makes up a plausible word-of-mouth advertisement, calling up his customer-friend and proceeding to repeat a number of attractive bargains that he is particularly anxious to bring to their notice.

His preliminary talk is conducted for the mere purpose of getting everybody on the line. He usually prefaces his bargain advertising with some real juicy local gossip in which he is quite sure all the farmers will be interested. The battery of rural

'phones which follow his signal to talk with his friend, is not unlike German artillery, as the continuous click indicates that "the hangers on" are becoming more numerous every moment. After he is positive each household has at least one listener, he begins relating his story. The gossip part, of course, focuses interest upon the store and then he relates an array of handsome bargains and special things, which he wishes the customer at the distant end of the line to enjoy. Mr. Barklow says, following one of these rural telephone talkfests, his sale of the particular things talked over are usually increased all the way from one to three hundred per cent. Often he is able to clean up on an undesirable line by offering the special customer the article at an attractive price.

Anyhow, the propensity of mankind to "get in on a good thing" draws them to his store to participate in the bargains which they think the dealer was acquainting his friend with. This may be a profitable way of attracting trade, it has at least the quality of novelty.

A Self-Tying Baler

Elmer Curnett, of Garnett, Kansas, has invented a practical self-tying baler. It is claimed that the capacity of the machine is to tie a bale and a half per minute, the bales running any length to 5½ feet, which is the machine's capacity. Power is supplied by a gasoline engine at one end. When the bale has reached the length prescribed on the automatic tying release, the tying needles shuttle through behind the bale, tie it, twist and cut the wires and fly back into position for the next bale.

After All—God!

The ancient and the lovely land
Is sown with death; across the plain
Ungarnered now the orchards stand,
The Maxim nestles in the grain,
The shrapnel spreads a stinging flail
Where pallid nuns the cloister trod,
The airship spills her leaden hail;
But—after all the battles—God.

Athwart the vineyard's ordered banks,
Silent the red rent forms recline,
And from their stark and speechless
ranks

There flows a richer, ruddier wine;
While down the lane and through the
wall

The victors writhe upon the sod,
Nor heed the onward bugle call;
But—after all the bugles—God.

The grim campaign, the gun, the sword,
The quick volcano from the sea,
The honor that reveres the word,
The sacrifice, the agony—
These be our heritage and pride,
Till the last despot kiss the rod,
And, with man's freedom purified,
We mark—behind our triumph—God.

—Alan Sullivan.

The Dealer and Cream Separators

Every new machine has to overcome prejudice before it can gain a foothold in public confidence as to its abilities. This was true of the cream separator. When the hand driven cream separator appeared on the market a number of years ago it was largely sold by creameries and special agents. It was impossible to interest implement dealers in the machine. Yet the use of the hand separator developed by leaps and bounds until to-day, in the United States alone, around 200,000 cream separators are sold annually. The dealer has come to recognize the cream separator as one of his staple lines, along with harvesting and tillage implements and other machinery, says G. B. Sharpe, advertising manager of the De Laval Co., in Implement Age. Its importance on the modern farm cannot be over-estimated. Used twice a day, 365 days in the year, the machine must be of a high grade of mechanical perfection before it can do its 730 skimmings in a satisfactory manner.

In fact, there are conditions governing the use of the cream separator which makes it very important for the dealer handling cream separators to look very

carefully to the reputation for efficiency and thoroughness of skimming of the machine which he handles.

If an implement dealer is fortunate in choosing a line of cream separators which will give satisfaction to his customers, which will skim clean, and which do not require constant repairing and fixing, he will find his cream separator trade a very important part of his annual business. There are many live implement men throughout the country who are annually selling from 25 to 100 cream separators, and not only making a satisfactory profit for themselves, but building up a reputation for handling quality merchandise.

Once in a while a dealer is found who thinks he must have a cheap cream separator to meet mail order prices, but as far as cream separators are concerned, at least, this policy, if carried out, will only get the dealer into trouble, because, due to the frequency of the use of the machine and the chance for waste of valuable product each time it is used if the machine does not do good work, handling a cheap machine not only involves the dealer in untold grief and trouble, but is apt to lose for him the confidence of his customers, as well as their trade in other lines which he may handle.

In handling the cream separator the dealer may bring himself into touch with a good class of customer. The farmer who engages in mixed farming or dairying is the most prosperous farmer.

He pays his bills promptly, he gets the largest profit per acre out of his land when he engages in dairying. The dairy crop is a sure crop; drouth does not afflict it, hail cannot harm it. It means a constant cash income for the farmer and better trade conditions for the community at large. Apart from the actual profit to the dealer in dollars and cents, if he pushes the sale of a good cream separator, advocating the practice of dairying and mixed farming, the result will invariably be to the benefit of the entire community. So fully is this realized by many progressive dealers who handle cream separators that they do not let their interest cease in the sale of these machines but also help to organize local creameries, co-operative bull associations, in every possible way encouraging a wider and stronger interest in dairying in their community.

The first and most vital consideration in taking on a line of cream separators is to handle only the very best machine it is possible to secure. Consideration, of course, should also be given to the popularity of the machine and the extent to which the manufacturer keeps its merits before the general separator buying public and backs up the dealer with advertising and selling helps.

The Asset of Thought

You cannot always choose your company, but with proper attention you can choose the thoughts you think, and thoughts are about all there is to living. You are therefore very fortunate if you but knew it.

New Branch Office for Empire Cream Separator Co.

The demand for Empire Cream Separators, Mechanical Milkers, Gasoline Engines and Feed Mills has increased so rapidly that the Empire Cream Separator Company has found it necessary to open a branch office in Denver, Col. H. E. McWhinney, widely known as assistant manager of the Chicago office of the Empire Cream Separator Company, will have charge of the Denver office, which was opened for business October 1st.

The energetic Empire salesmen, who formerly covered the Denver territory making Chicago their headquarters, now operate from the Denver office. Mr. McWhinney and the travellers associated with him in connection with the Denver office, will carry out the well established practice of the Empire Cream Separator Co., of giving the trade prompt and satisfactory service.

The general popularity of the Empire line needs no comment. This popularity has been greatly increased by the recent addition of the Empire Mechanical Milker, which appeals to dealers because it offers them a wide open field for quick sales and handsome profits. The many farmers now using the milker, as well as the dealers selling it, are delighted with it. Reliable milkers are fast becoming as popular among farmers as automobiles are among people in general, and the dealer who gets in on the ground floor in the milker proposition, will parallel the success of those dealers who some years ago wisely decided to handle the right kind of automobile.

Any information desired regarding the Empire line, may be had on request by writing either to the main office of the Empire Cream Separator Company at Bloomfield, N.J. or to the branch offices at Chicago, Denver, Portland, Ore., Toronto or Winnipeg, Canada.

The Value of Dairy Cows

A dairy cow lives to the approximate age of ten and a half years. She drops her first calf at two and a half years, so that she should give her owner eight calves during her life time. Half of these are bulls, which from a grade cow, have little or no commercial value, but if from a pure bred cow, they can be sold according to the record of the dam says Independent Farmer. If she is one of the 350-pound butter cows, as she must be in order to

Use an Air-Friction 1914 Model "C"

Increases power and economy of motor one-half. Absolutely impossible to choke or load. Uses distillate, gasoline or half kerosene with finest results. Starts easy in coldest weather. We fit all motors, guaranteeing definite results, or refund money. Exclusive county rights. Liberal exchange on other carburetors or old style Air-Friction.

THE AIR-FRICTION CARBURETOR CO.
DAYTON, OHIO.



EMPIRE MECHANICAL MILKERS

The Dealer's Big Opportunity

A breeder of blooded Jersey cattle says that four men, with the help of the EMPIRE Milker, now milk his herd better and in less than half the time that seven men previously milked by hand. A breeder of blooded Holstein cattle says he would not take \$2000 for his EMPIRE Milker. You can see the wonderful field for you if you handle the EMPIRE.

EMPIRE CREAM SEPARATORS

run most quietly and lightly. The reasons are the ball bearing, the point bearings, the light bowl and splendid workmanship.

BALTIC SEPARATOR, \$15.00 and up

The most for the money in this moderate priced machine.

EMPIRE STA-RITE ENGINES

An engine so simple it starts right, runs right and Stays-Right. Always on the job—regardless of weather. No pump for Gasoline. Only three joints in the gasoline line, where others have fifteen to thirty.

THE EMPIRE CREAM SEPARATOR CO. OF CANADA, LTD.
TORONTO **WINNIPEG**

be worth \$400, the average of her bull calves, if sound, would be worth \$100 each.

Four of these are worth \$400, and the owner has the heifers to pay the interest, risk and investment. If a purebred has made an honest record of 600 pounds of butter in a year, she is worth in round numbers \$700, and the average estimated value of her bull calves would be the same amount until it is learned by actual trial that they do not transmit their inherited ability to their daughters.

First—The value of any dairy cow, granting she is sound and not too old, should be based upon her ability at the pail.

If she produces 160 pounds of butter in a year at 30 cents, she is worth \$48.

If she produces 260 pounds of butter in a year at 30 cents, she is worth \$78.

If she produces 360 pounds of butter in a year at 30 cents, she is worth \$108.

If she produces 460 pounds of butter in a year at 30 cents, she is worth \$138.

If she produces 560 pounds of butter in a year at 30 cents, she is worth \$168.

If she produces 660 pounds of butter in a year at 30 cents, she is worth \$198.

That Milking Job

By A. E. Long in Farm and Dairy

You may rave about the farm, with its all-bewitching charm,
Crowding blessings on the gentleman that plows;
But let a friend that's wise, sort o' open up your eyes—
It's cusses when it's time to pull the cows.

Then it's strip, strip, strip,
With mosquito's getting flip,
And Betsy's tail a' cuttin' out your eyes.

Oh, it's hardly human work
Just to pull and gouge and jerk,—
Believe me, it will drive a boy to lies.

When the foam is rising light, and the pail is bulging white,
And your pride begins to climb to see it there,
Betsy's nerves go out of tune, straight she lunges at the moon,
And the pail is topsy-turvy on your hair.

Then it's drip, drip, drip,
Thomas Cat will smack a lip,
While you pray for lightning's sure and fatal arm.

For this milking job at least
Never made a saint or priest,—
And it never coaxed a boy back to the farm.

Moral: Get a milking Machine.

Something Extra

Auto Demonstrator—"Now I will throw in the clutch."

Uncle Eben—"I'll take the machine, then. I knew if I held off long enough ye'd give me something to boot."

One Aspect of the Cow

The following humorous description of a cow is given by a writer in the Milk Trade Journal:

"A cow is a four legged animal. In the summer time she is provided with a tail which she uses to slap the hired man in the face while he is milking her. There are two reasons for this. The farmer likes to have a cow that is the owner of an active and well trained tail so as to wake the hired man up thoroughly while he's milking in the morning and keep him from going to sleep in the evening. In the second place, a cow that owns an active tail is a great help in language and an aid to brain fag. A hired man who is slapped in the face with the sloppy tail of a brindle bossy will think of more words to say in six seconds than he would otherwise

think of in a week. Some of this language would pass muster at the village store o' nights and some of it wouldn't.

"A cow has hoofs that look like the devil's and make a fellow see stars if they happen to hit him just right. Her hide is as tough as Jack Johnson.

"Her teeth, like the hen's, are scarce, but she has 19 stomachs, an alimentary canal and a storage tank for holding over surplus food. She eats like a dog—swallows her food whole, getting all she can while it's going, and takes her chances on its digesting later. A big mouth on a cow is an indication of a good feeder, and good feeders are usually good producers — on the theory that it takes food to make milk just as it takes money to pay bills.

"Cows are used for a good many

purposes. Some farmers keep them to eat the straw and drink the ice water on the farm and act as a windbreak, stationed alongside the barbed wire fence. Other cows keep the farmer and leave him a calf every year and money to put in the bank.

"Most cows give milk, though some content themselves with kicking the hired man in the ribs.

"Milk is made to drink, but many milkmen seem to think it is produced for the express purpose of soaking dirt in.

"Milk is good for children—and such older folks as can afford it. It should be taken internally. It may be squirted direct from the cow's teat into one's mouth."

One kind of a dreamer is a city man who wants to own a chicken farm.

DE LAVAL CREAM SEPARATORS

Skim cleanest
Turn easiest
Last longest
Are most sanitary

These are facts, the truth of which is easily demonstrated to any farmer.

That is why more De Laval Cream Separators are sold than all other makes combined.

That is why the De Laval makes friends for the dealer who sells it.

That is why a dealer handling the De Laval can get and hold the bulk of the Separator trade in his locality.

That is why every dealer who can get the De Laval Local Selling Agency should do so.

AGENCY APPLICATIONS
CORDIALLY INVITED

De Laval Dairy Supply Co., Limited
WINNIPEG VANCOUVER



Paul Gerlach Gets Separator

A few days ago Paul Gerlach, of Allen, Sask., received in Saskatoon his prize for raising the world's best bushel of wheat. This prize was a fully equipped Rumely "Ideal" separator, presented by the Rumely Co. There was wheat entered from the United States, Canada, Mexico, Turkey, Australia, Russia and Argentine; and in competition with hundreds of entries from these countries Mr. Gerlach's wheat was pronounced the world's best.

The prize wheat was Marquis, the new variety of hard wheat which has broken all records in the west and north, during the last few years. This sample exhibited by Mr. Gerlach tested 71 pounds to the bushel, while ordinarily wheat runs only about 60 pounds to the bushel.

Naturally the delivery of the prize to Mr. Gerlach was the occasion of a notable gathering in Saskatoon. In the presence of representatives of the Rumely Company, heads of the different implement houses in the city, Commissioner Sclanders of the board of trade, and other interested spectators, Dean Rutherford of the college of Agriculture of the University of Saskatoon, formally presented Mr. Gerlach with the bill of sale of the machine, which was on exhibit.

There were speeches by Commissioner Sclanders, Dean Rutherford and Mr. Gerlach, in which the opportunities for, and necessity of, more scientific agricultural methods were pointed out. Dean Rutherford told his audience that it had been calculated that if a way could be found to add one kernel to every head of wheat, it would mean that the production in the United States alone would be increased by fifteen million bushels.

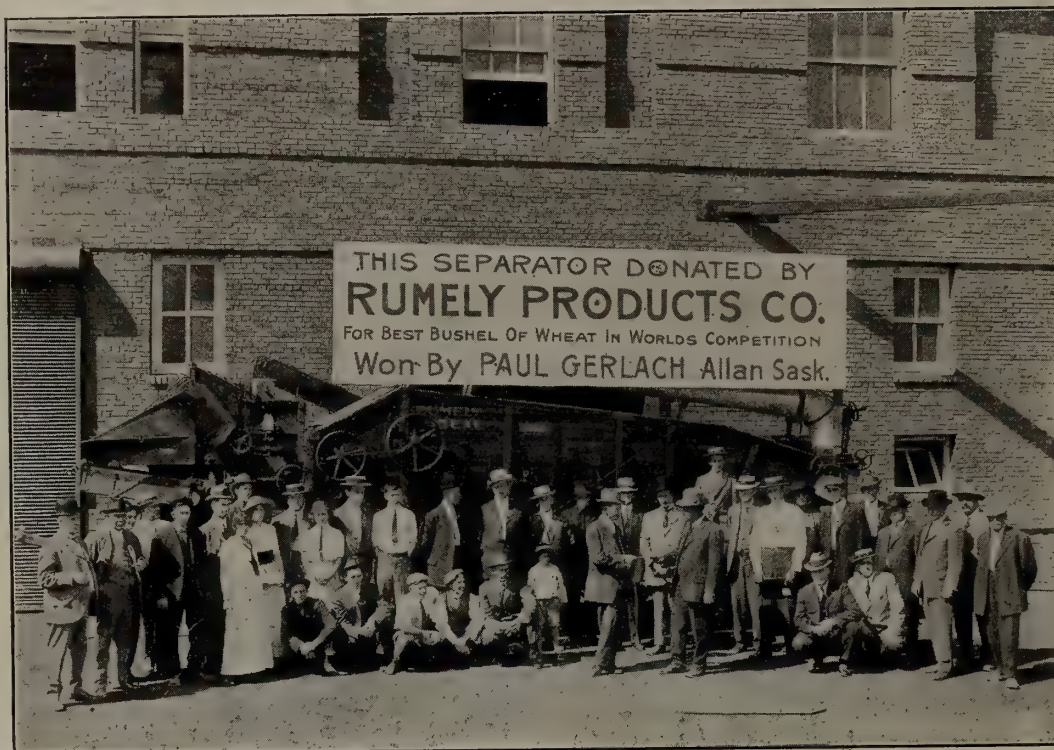
The Neglected Art of Plowing

In preparing the soil, plowing is the first and heaviest operation, consequently should receive particular attention. Plowing, as an art, if not lost has of late years been sadly neglected, and very few of our younger generation have really acquired it. In traveling through the country, says a

writer in Conservation, one sees repeated evidences of the lack of interest in this very important branch of tillage operations.

From the standpoint of the implement dealer, it is interesting to note that this fact is attributed by many to a lack of interest following on the advent of the two-

lads should be taught that anything worth doing is worth doing well, especially if it be plowing. There is an old adage, and a poor one, which says that more grain grows on a crooked furrow than on a straight one, yet that is a poor incentive to the farmer who wants to do good work. The best



Dean Rutherford presents to Paul Gerlach the Rumely Separator.

furrow and machine plow. In using two-furrow or machine plows, it is necessary first to become acquainted with the workings and mechanism of the plow and to be thoroughly conversant with it when in operation. This being so little or no difficulty should be found in getting satisfactory results in plowing. The plow should always be suitable for the land that has to be worked. If the soil is loamy, and requires to be turned flat, the dealer should impress his customer with the fact that he should choose a plow with sufficient share width and a board with ample turning capacity. The beam should be high enough to allow the use of the pointer when turning under green or coarse manure, and the handles should be long enough to enable the plowman to control the implement with ease.

Should the soil be heavy and inclined to cement, a narrow plow should be used—one that will set the soil up, give a good harrow edge, and have sufficient press to the board to place the furrow over so that it will not fall back.

In using either a single or two-furrow plow care should be taken to turn over the whole furrow and to leave no surface unplowed. The cut and cover plan is too common in the West. Our farm

advertisement a farm can have is the fact that the fields lying back from the road are as carefully plowed, as neat in appearance, as those adjoining the road. Good plowing pays, and if a good crop can be grown on poorly plowed land a better crop can be grown on land properly plowed.

The man who sells plows, the implement dealer, should never cease from preaching the gospel of good plowing and thorough cultivation. It amounts to a duty, and the better the plowing and the farming in the dealer's territory the more prosperous will the community be, with a certain and sure growth in trade for every merchant who serves the district.

Where the Germans Lost

A few years ago the American consul at Buenos Aires was referee over a test in which an American plow salesman wanted to demonstrate to a customer the superiority of his goods over those of a German competitor.

The German plows were almost exact duplicates of the American implement in design and even better than the latter in finish. The American salesman called a powerful peon (laborer) and ordered him to swing with all his strength a 10-lb. sledge upon the

share of one of the American plows.

Down crashed the hammer. A note clear as a bell rang out and the plow bounded across the floor, unmarked save for the patch of paint that fused and came off on the hammer head. The operation was then repeated on one of the German implements, with the result that the share was completely shattered like so much chinaware.

To give the benefit of the doubt the dealer asked the peon to swing on a second share. He said that the broken share might be due to an accident in construction, possibly having been over-tempered. Consequently the laborer handed another share a terrific wallop. Evidently German implements are not consistent in their imperfections. The second share doubled up beneath the hammer, and folded itself around the head like a flower falling to sleep. National honor was vindicated, and we assume that the customer knew which share to buy.

The Mastery of Time and Space

Writers in the past have visualized the speed age of to-day, and even more the speed in transit that still shall be. From the crawling ox-cart to the flashing monoplane has been but a brief span of years. The mastery of man over time and space, by modern methods of travel, and by future possibilities was outlined vividly in a recent speech by Rudyard Kipling. He said:

"The time is near when men will receive their normal impressions of a new country suddenly and in plan, not gradually and in perspective; when the most extreme distances will be brought within the compass of one week's travel; when the word 'inaccessible' as applied to any given spot on the surface of the globe will cease to have any meaning.

"Naturally, so long as we travel by sea, we must embark from a port and look out for the landfalls. But the time is not far off when the traveller will know and care just as little whether he is over sea or land as we to-day know and care whether our steamer is over forty fathoms or the Tuscarora Deep. Then we shall hear the lost ports of New York and Bombay howling like Tarshish and Tyre. Incidentally, too, we shall change all our mental pictures of travel.

"The men of the present are already scouting and reporting along the fantastic skyline of the future. Nearly all that can be accomplished by the old means of exploration has been won."

The Business Gopher

The business gopher always shoots into public view along with the Calamity Howler badger. They momentarily come out of their holes when the first mention is made of "hard times," giving a few squeals of terror, then scurrying back to cover. There they sit and wait. Wait for what? Why, just wait, of course.

But while waiting they cut down expenses, reduce staffs, cancel advertisements and shorten sail all around — then wait some more! They have the nerve of a muskrat and the patriotism of a razor-backed hog. They accumulate gold and plant it in safe deposits where it can do good to nobody. Every gopher, you may have observed, has a faculty of eating far beyond his needs, even when suffering from severe indigestion.

Compare with the business gopher the alert manufacturer or retailer who realizes that he must rise above the clouds of gloom to the sunshine of Possibility. These men advertise so as to get more business; they realize that the power of publicity is just as powerful to-day and to-morrow as it was yesterday.

The man who advertises and gets busy with courage, confidence and a real determination to sell his goods, blames no one for his failure — because he seldom fails. Courage is needed to take an entrenched position on a battlefield. If soldiers possessed the gopher spirit there would be no record of victory. Courage is also needed to go ahead when other men hold back. But it is the thing called courage that wins out — either in battle or in business.

Meeting Business Depression

The thoughtful man thinks ahead. The prudent man profits by his ability to forecast the future as well as to scrutinize the present.

One of the most prominent advertisers in the country says he makes it a rule to increase his advertising appropriation whenever business slackens and he doubles and trebles it in times of severe business depression.

This is his logical conclusion: "The new customers that I get when times are hard, I always keep when times become good. They come to me largely from those who lose them because they fail to continue their publicity campaigns.

"A business depression in this country never lasts long and it is always seed-time for me. The

harvest follows when prosperity returns."

He is a wise man who knows his own business better than the other man does.

Training the Manufacturer

At different times we have pointed out in these columns how necessary it is for Canada to foster technical education in every line of industrial effort. Germany's pre-eminence in industrial exports was due more to her unsurpassed system of technical education than to any other factor. The men who head her mills, factories, engineering works, ship-building yards, chemical laboratories, etc., are all vocationally trained for their particular line of business. From 14 to 20 years of age they studied and experimented so that when they entered the business to which they were to devote their lives they entered as trained and skilled units—not as learners!

We have seen what Germany has done with the aniline dye business—a discovery, by the way, of a British scientist. And this commercial enterprise she has shown in a hundred different lines of activity. Consider the benefit it would be to our manu-

facturing bodies if we could steadily produce for their industrial benefit a corps of skilled students, men at least partly trained in metallurgy, machine design, chemistry, engineering, etc. We would have a bed rock to work from—a foundation of industrial workers mentally efficient and ready to further and improve all lines of manufacture. We must recollect that lack of industrial efficiency—like poverty—is an effect, not a cause, and while Canada does her part in the present war, and in the effort to manufacture goods for home consumption, we must, after the war is over, do our utmost to increase the scope of technical education so that we may have men vocationally efficient to control the departments of our factories and mills.

We do not realize the area of the Dominion. Spain can be dropped into Hudson Bay, Russia in Europe may be placed west of the Great Lakes, still leaving Eastern Canada uncovered. When we think of the square miles still unpeopled, and of the population Canada must some day possess, surely we can build no better than in seeing that our youth are instructed so that our industrial efficiency may be on a par with

that in the other great producing nations of the earth.

War and the World's Food

Ellwood, the American sociologist, has declared that "the doubling of the price of bread in any civilized country would be a far greater calamity than a great war."

Even a slight rise in the price of foodstuffs brings large numbers in the great industrial nations to the verge of famine. The world is now in the throes of the one calamity—war; it is devoutly to be hoped that the second—the doubling of the price of bread, may be avoided. Conservation of the world's food supplies is now more than ever an absolute necessity. And again let it be said that conservation means a careful utilization, not merely selfish hoarding. It stands for principles which are the antithesis of those that are usually adhered to during a state of war.

Yes, there is such a thing as luck. The man who gets up with the chickens, applies himself closely to his business and leaves other people's business alone is usually lucky.

Markets and the Man

The only industries now working on full time in Germany are those connected with the Establishment for the Manufacture of Widows and Orphans. All other factories are on short time. In Canada, every man has a national duty in keeping our factories busy. Short time is too closely allied to starvation.

Never forget that when you buy foreign goods your own country is poorer. If every Canadian bought goods "Made in Canada," Canadian industries would be running to their full capacity; Canadian workers would have full employment, Canada's wealth, prosperity and prowess would multiply. If you support Canada's industries you are building prosperity for yourself.

Let us buy Canadian-made goods whenever possible. Let us support the industrial structure of our own land. Insist on having goods "Made in Canada," or if not, goods made within the confines of the British Empire.

Be Patriotic in Purchasing

War-Time Collections

The present war, with its appalling magnitude, has disjoined the world's finance in every country, and one effect that it will have upon the farm machinery business is that collections will have to be pushed more vigorously than ever before. The present is no time when the manufacturer or the retailer can wait for the will and whim of the customer with regard to accounts payable. It must, of course, be realized that there are certain districts in the West where customers will have to be carried. Owing to the drought and almost total crop failure in these areas, it will be a problem for some of the farmers as to how they will exist through the coming winter. Relief measures will be inaugurated by the provincial authorities, and so far as the retailer goes we will just have to hope for better crops in those areas next year. A Scotch saying runs: "You canna tak' the breeks (trousers) off a Highlandman." This is true with regard to these cases; we cannot expect to get accounts paid where no money exists!

Furthermore, we believe that in the case where a homesteader has gone to take up arms for the Empire no man in the farm machinery business would be so lacking in patriotism as to push his claim for payment where the dependents of the debtor were facing privations.

Yet we must recollect that the machinery manufacturers who had a large foreign trade in the countries now in the war zone will probably lose millions of dollars with a very poor chance of ever getting a cent for the implements and machines which they sold the European peasants on credit. To offset this loss manufacturers who do a large foreign trade will be compelled to make every effort to collect every cent owing for goods sold to the domestic markets. Collections will have to be followed more closely than is usually the case. One result of the European war is that money in both Canada and the United States will be very tight. Interest rates have been advanced, and borrowers will find it very difficult to obtain needed financial accommodation, while higher rates are in vogue on any money that is available.

War, however, has its diverse effect upon different lines of effort, and with excellent prices for grain and other farm products, farmers will have an unlimited market and exceptional prices for all they sell. The last three months has changed the outlook

for the agriculturist. Even with a smaller crop he will be better off than he had dreamed was possible. From this fact good collections should be expected in most areas, since it is unlikely that farmers, in the aggregate, will defer selling their product owing to further advances in prices that might follow the drawn-out length of the war.

Collections will be a critical feature in the business of every dealer this fall and winter, and they will have to be regarded as the most important part of the day's work. Every dealer will have to realize that the greatest care must be taken in granting an extension on any account where it is possible for the debtor to meet his obligations. Should the farmer be of the type who wants to hold his grain and products against a further advance in prices, the greatest pressure should be brought to bear on him by the dealer, pointing out that he must at least sell enough to pay his machinery indebtedness. Only in this way can the dealer hope to be able to meet the demands of his creditors, and the prevailing prices for farm products justify his action in demanding the farmer to sell his grain regardless of problematic high prices at a future date. The man who has had bad luck, who has suffered heavy crop loss, and who has little or nothing on which to realize money, should be granted an extension, for it is better to

make every effort to keep a customer under these conditions than to antagonize him by trying to make him meet an account impossible to collect. When fortune smiles again such a man will remember the leniency of the dealer when he was battling under adverse conditions. Yet to deal gently with the man who refuses payment while his granaries are bulging with grain would be a suicidal policy for any dealer, and such a man should be gone after with the greatest aggressiveness.

Stalking Business

The game of business has a remarkable similarity to the actions of the Indian when hunting: When you take the trail of business you step from rock to rock to leave no tracks; you avoid every twig so as to make no sound. You glance keenly at every tree or rock ready to shoot at whatever appears, and you glide along concealing yourself with Indian sleekness and caution so as to avoid being pot-shotted yourself.

You trail your trade stealthily and silently, knowing not what opponents or competitors may be watching every step, and every movement, ready, the instant you flush the quarry, to jump in and try to bag it for themselves; to steal the spoil before your very eyes and smilingly say: "This is business!"

The Showroom and Comfort

There is an old and true saying, at least we assume it is true, that "in spring a young man's fancy lightly turns to thoughts of love. But of one thing we are more sure, and that is the fact that in late fall and winter a man's fancy honeth towards a place by the stove. Why is it the case in many an implement business that in the office it is nice and warm while out where the goods are displayed the temperature is like unto "Greenland's icy mountains."

A showroom that is cold and chilly raises in the soul of the customer a frigidity that rarely leads to sales. You may take him into the office so as to thaw him sufficiently to search for his check-book, but first you have to do the selling talk out where the cold is too keen for comfort. During late fall and winter, if at all possible, implements, buggies, cutters, etc., should be shown indoors. In summer it may be all right to have your display outside or in a cool warehouse, but in the cold weather it certainly pays to have a reasonably blizzard-tight warehouse and to have some means of reducing the frigidity of the atmosphere. A man whose teeth are chattering cannot see the good points in any implement. His perspective is blurred by his personal discomfort. It's a ten to one chance that he will not be in the right mood for buying by the time you get through with your talk and demonstration. He may even decide that he did not come in for anything and reckon that he must hit the trail for home.

A comfortable showroom is an asset that every dealer should try to possess. Quite true you may have a cosy and cheery office, but it is not possible to sell goods purely by turning over the catalogs in the office. To make a better impression upon the customer and to benefit sales it is always well to have your warehouse or showroom sufficiently heated so as to allow the inmates, pro tem or otherwise, a fair degree of comfort. Cold feet, in the anatomical sense, are not good trade builders however warm the heart of your customer may be towards your goods.

Pride and the Pocket

In the past we have often said that the weekly newspaper in the small western town was deserving of every assistance in its fight for home trading, in preaching the policy of buying at home and helping to build up the prosperity of that particular center. This

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager

811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS

\$1.00 per year in Canada; Foreign \$1.25 per year. Single Copies, Ten Cents

ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, OCTOBER, 1914.

effort to keep money in the community is a sentiment that all should endorse, but how many actually live up to the spirit of the sentiment.

We are loyal to the community in so far as it does not effect our pockets! The idea of patronizing the place where we can get the most for our money is inherent wherever the individual may be situated. Whether value is got for the money so expended is another matter. When the rural dweller sends away for goods it is with the conception that money is being saved, and, of course, it is the right of the individual to do so if they so desire. So long as people believe that the local merchant charges too much they will continue to send away for goods. They do not stop to consider the taxes he pays, his general reputation or the possibilities of his stock. They simply exercise the right of buying where they wish—a proceeding duplicated by the dealer in buying from the jobber.

Yet if people send their money out of the community in this manner it is surely the duty of the dealer to show them their fallacy of sending away to save money. The dealer must convince his community that he can give them better service and better value, and, everything considered, can save them money on the aggregate of their purchases. There is his opportunity; unless he grasps it the money must continue to creep citywards.

Useless Discussions

We do not remember who the man was who coined the phrase: "Don't talk politics if you're a merchant," but we are of the opinion that he had his think-dome screwed on squarely. There are topics which it does not pay the retailer to discuss with all and sundry. Of course he can cut loose and lay forth his opinions on many subjects, but there are some that are best avoided unless he is sure of his ground. At the present time we would scarcely advise any retailer to argue about the war with a customer of Teutonic tendencies. He might be a good citizen but may have different views from yours. It might lead to differences of opinion and possibly a lost customer. Bland diplomacy is the better way. If anyone wants your opinion on military matters tell them that you have none but that you have a jim-dandy idea of what they should have in the matter of a new wagon, plow, or any other implement.

There always has been, and al-

ways will be, the argumentative customer who wants to refight battles and generally direct the destinies of the Empire. Cut him off and don't be tempted into this line of talk during business hours. It is better to avoid hurting his feelings than to take a chance of losing his trade. The wise merchant avoids useless discussions—especially concerning subjects like religion, politics or war. If he must talk about these things let it be to intimate friends or to the partner of his sorrows and joys. A man can always risk a row with his wife! She has got

prices for their product than would have been the case had war never been declared; we know that every farmer with an ounce of common sense will make every effort to increase his present acreage in view of the high prices that will exist in 1915, therefore it is hard to see just what logic some dealers use in not laying in sufficient stocks for future business.

Agriculture is in a better financial condition than usual, with a bright outlook ahead. Farmers should buy heavily in the near future; there is no reason to

Personal

Mark Devlin has sold his garage at Avonlea to a mechanic named J. E. Walls.

Thomas Littlethum has sold his implement warehouse at Sintaluta to a dealer named A. Forsyth.

Norman Praig has started a harness and machine business at Ritchie. We wish him success in his new venture.

A. J. Brown has bought out the retail implement business at Oxbow which was formerly carried on by Thomas Wigmore.

The firm of John Suckling & Co., implements and commission merchants, Winnipeg, has closed down for an indefinite period.

T. E. Baldwin has purchased and taken over the retail implement business at Milestone, formerly carried on by John Renwick.

A. B. McKiney now runs single-handed the garage at Boissevain formerly carried on by he and a partner under the sign of Russel & McKiney.

The Metal Shingle and Siding Company of Saskatoon has changed its name to read The Metal Shingle & Siding Company, of Saskatchewan.

The Superior Milking Machine Company, of Cleveland, O., has been incorporated with a capital stock of \$10,000, to manufacture milking machines.

J. O. Thorn, manager of the Metallic Roofing Co., Toronto, recently spent a week or ten days in Winnipeg on a visit to the local branch of that concern.

R. G. Swain has bought out the retail implement business at Altamont formerly carried on by A. Havard. We wish him every success at his new location.

B. F. Hamey, manager of the La Crosse Implement Company, Minneapolis, recently made a ten day tour through Western Canada and a part of North Dakota.

A new concern to open up a retail implement business in the town of Herbert is under the sign of Penner Bros. We trust that they will have success in their new location.

H. B. Calandar, manager of the Loudon Manufacturing Company, Guelph, Ont., recently spent a few days in Winnipeg with the Loudon Hardware Specialty Co. Mr. Calandar returned East via Chicago.

C. C. Wright & Co., who carried on a hardware and implement business at Birmingham, Sask., have had a change in the management of that concern. In future the name of the firm will be Wright, Son & Smith.

The Bull-dog Strain

THE bull-dog is typical of the British race—men fearless in attack, grim and determined, tenacious, invincible. We in Canada are proud of the bull-dog strain in us—that quality of blood and heart that makes us dauntless and masterful. The bull-dog strain shows in us and others in time of peril and menace.

Everywhere in Canada manufacturers, wholesalers and retailers of the bull-dog breed are answering the challenges of war—the challenges of trade disturbances and business opportunity. The identity of some of these valiant-hearted merchants and manufacturers is revealed in the advertising columns of this and other newspapers, for advertisements are expressions of courage, tenacity, and mastery.

Bull-dog blood shows itself and its quality in fighting

to come around again—the customer need not unless he likes. Confine your talk to sales whenever a subject begins to creep towards a useless and unprofitable discussion.

Replenish Your Stock

It would seem, from reports received from wholesalers, that many dealers are trying to run under very close sail as regards laying in stock for future necessities. This may be due to many reasons, possibly to the feeling of business unrest that predominates all; possibly to some wrong idea of economy. We know that Canadian farmers will net better

doubt that fact since they know that prices are going to keep good. Why, then, should the dealer not have confidence enough to lay in stock to meet a demand that is assured. If the farmer has vision enough to increase acreage so as to reap the resulting benefits, the dealer ought to have enough vision to stock implements and machinery to aid to that end. It is a mistake to wait until the demand comes before placing orders. Competitors who do not procrastinate are apt to have the goods in stock—and to take the sales away from the man who does not look ahead.

John T. Hamilton, formerly a member of the firm of Hamilton Bros., implement dealers at Cedar Rapids, Iowa, is a candidate for Governor of Iowa on the Democratic ticket. He is making an energetic campaign, visiting county fairs, etc.

We regret to report the death of John D. McIntosh, vice-president of the Munro & McIntosh Carriage Co., Alexandria, Ont. On September 21, Mr. McIntosh succumbed to acute Bright's disease at the age of fifty-six. He leaves a widow to mourn his loss.

H. Cockshutt, president and general manager of the Cockshutt Plow Co., Brantford, Ont., spent a few days last month in this city with the local branch of the company. Proceeding westward he also paid a visit to other subordinate branches of that plow concern.

We recently had the pleasure of a visit from our old friend James McEwen, of Togo, Sask. Mr. McEwen was paying a business trip to Winnipeg, and reported business as fairly good in his territory, the crops having been a good fair average. He looks forward to a good winter trade.

We regret to note that on September 22, the implement warehouse of J. H. Leishman, Liberty, was destroyed in a fire that swept a portion of that town. The warehouse was valued at \$2,500, of which \$2,000 was covered by insurance. In the same fire C. F. Larson's harness business was severely damaged.

George McLaughlin, vice-president and general manager of the McLaughlin Carriage Company, whose headquarters are at Oshawa, was a recent visitor to Winnipeg while en route for the coast. Mr. McLaughlin was making a general visit of inspection to the various Western branches of the organization.

Joseph Maw, head of the well known Winnipeg automobile agency, recently paid a visit to the plant of the Hupmobile manufacturers at Detroit, Mich. While there Mr. Maw made an interesting investigation of the processes employed in producing the latest models of the Hupp car—which promise to outstrip all previous models so far as popularity is concerned.

We recently had the pleasure of a visit from our old friend, G. L. Messecar, manager of the Brantford Cordage Company, Brantford, Ont. Mr. Messecar, who was accompanied by John R. Firth, Winnipeg, the company's representative for Manitoba and Saskatchewan, reported that while business for the past season had only been fair as regards do-

mestic sales, the foreign sales were exceptionally heavy. This enterprising manufacturing concern are at present making a further addition to their finely equipped plant at Brantford.

Tom Story, the genial general manager of the Canadian Carriage Co., of Brockville, Ont., was in the city for several days lately. He made his headquarters with the John Deere Plow Co., which concern controls the sale of the goods of his company in Western Canada. Tom is a busy man and had no time to even receive his old friends while in the city.

We regret to report a lamentable accident which occurred at Hartney, Man. on October 1. W. J. Currie, the well known manager of the Currie Manufacturing Co., of Lauder, in attempting to board a westbound train while it was in motion, was swung off his feet, his left leg being cut clean off above the ankle and the toes of his right foot crushed. The train stopped and every assistance was given the injured man, who was removed to an hotel under the care of Dr. Tolmie. At the time of going to press we learn that Mr. Currie is progressing favorably. The implement trade, to whom Mr. Currie is no stranger, will be glad to hear of his rapid recovery.

Knowing Your Business

What do you know about your business? Do you know every morning how big your stock is; how much gross profit you made the day previous? At the first of every month do you know your net profit for the preceding month; the amount of your monthly expenses? Or do you wait six months or a year, from inventory to inventory, to find out whether you've made any money?

Wouldn't this sort of information be of value; if you knew daily how your business was going, wouldn't you be better able to direct it into a profitable channel than by guessing? If you knew which months last year lost money and which showed profit, would you not make every effort this year to turn those losing months into profit-makers, and the profitable ones into greater profit-makers? Such records make it possible to locate exactly when and where your losses come; during what month and from what cause. They give you a constant account of your progress.

What every retail store needs, whether it is large or small, is a good set of double entry books. These can be easily handled

with a little practice. In practically every town there is an expert bookkeeper who will assist for a small sum in starting such a set of books; bankers are usually willing to assist customers in this way. In many towns are accountants who make a business of keeping books for several shops; the cost to each is small.

The Front of the Store

There can be little doubt that about two-thirds of the business done in a retail implement store is done in the front part of the store. The customer is met there, it is the firing line for sales talk, the battlefield for sales. Why is it, then, that so many dealers neglect the front part of their establishments as though the place were a warehouse instead of a store. There are show windows that could be used to advantage, often left vacant save for dust, or a few tins of axle grease poorly arranged. A merchant can be judged by his store, and it is a good policy to utilize your space to the fullest degree for display purposes.

Encourage Your Help

A dealer in Ohio recently said some very true remarks concerning the help a man has in his business. There is always the type of man who whines about the utter incapacity of his assistants. Can he not do something to better this condition? Hear what this Ohio dealer says:

"Men who work for you in the implement business must be encouraged, and no encouragement is so good as a living wage and a boost once in a while. Take a young man and break him in, get him into your way of doing business, and then, when he gets so that he is of some real help to you, pay him enough to make it worth his while to stay with you. Don't let him go on account of a few dollars just when he begins to amount to something. It always is a mistake to change men if you have a competent man. Keep him. If he is any good at all he will get better and better. As he improves he will be worth more to you and you can afford to pay him more. A good man delivers the goods and is worth the price. When I hear my fellow dealers complaining because they cannot get good help, I nearly always conclude that they will not pay what good help is worth, and so they are at fault and not the men."

Dr. A. W. Bell Dies

It is with deepest regret that we report the sudden death of Doctor A. W. Bell, secretary and manager of the Winnipeg Exhibition. Early on the morning of October 7th Dr. Bell succumbed to a sudden attack of apoplexy. He had retired to rest in his usual robust health, after a busy day at the office, and the fact of his death was therefore all the more unexpected, and a shock to all who knew him.

Ever a man brimful with activity and enterprise, it is one of the inscrutable decrees of a Higher Power that he was thus taken away in the prime of his life, for he was but 52 years of age.

The deceased leaves a wife and four daughters to mourn their loss, and to them we extend the heart-felt sympathy of the entire implement trade to whom Dr. Bell was so well known in his capacity of manager of the Canadian Industrial Exhibition.

Dr. Bell was born at Markham, Ont., in 1862, receiving his education in the Jarvis St. Collegiate, Toronto, and graduating in medicine through the University of Toronto. At the age of 26 he was made assistant manager of the Toronto Exhibition, a post which he ably filled for nineteen years. In 1906 he was appointed manager of the Winnipeg Exhibition, and the annual success of this great Western Fair has been largely due to his untiring labor and enthusiasm. A great lover of good stock and good horseflesh, he took a most active interest in various live stock associations. Among the horsemen of the West his death will be greatly deplored. A man of kindly and genial personality, Dr. Bell was known far and wide to the many exhibitors at the Winnipeg Fair. Courteous, tactful and possessed of great organizing ability, he had, to the fullest degree, the characteristics that made him so great a success in his chosen vocation. The exhibition without "The Doctor" will not seem the same. Often in the past have machine and implement men added to his worries regarding the allotments given them; they now unite in offering their sincere condolences to his wife and daughters. They have lost a fond husband and father, and the West and Winnipeg a man whom we all admired and respected.

Do you know how much each individual line in your store is making for you in profits? Do you even know that it is paying any profit?

Sell the Line Your Customers Prefer to Buy



No. 3—Rapid Easy Grinder

The Fleury Rapid Easy Grinders are famous throughout Western Canada. Built in various sizes: 8, 10, 11 or 12 inch plates, with either rod or belt drive. Baggers can be supplied to fit all these mills.

The Good Luck Horse Power with Grinder Attachment is a horse power and grinder combined. Hopper and grinder head can be removed and the horse power used for operating other farm machinery. It is one of the most convenient and serviceable machines built for farm work.



American Fosston Grain Cleaner

Stock Raisers' Machinery will soon be in demand. The "Fleury Line" is the most profitable for the dealer to handle, as it gives the users the greatest satisfaction and the best returns on their investment.

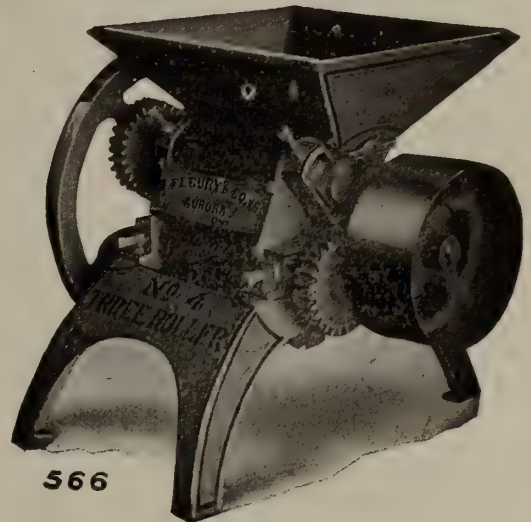
It stands first in the estimation of Canadian Stock Raisers. The most complete, as well as the best line. Whatever your customers require, you can supply from the Fleury Line.



Good Luck Horse Power with Grinder Attachment

The American Fosston Automatic Grain Cleaner is a grader and cleaner combined. Don't hesitate to recommend it to your trade. The best satisfaction will be obtained from its use. It is furnished in two sizes. Baggers suitable for either size can be supplied.

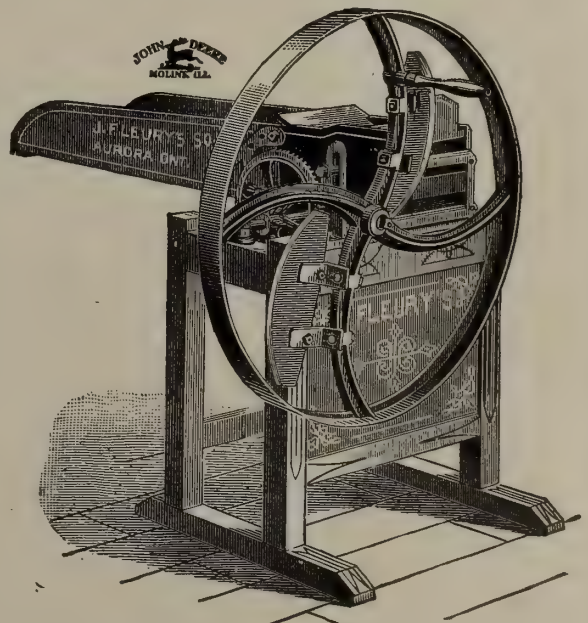
Communicate early with the nearest undermentioned branch house regarding your requirements for these lines of seasonable machinery.



No. 4—Roller Crusher

Fleury Roll Crushers will crush an immense amount of grain with very little power. Supplied with either two or three rollers. For very fine work the three roll machine is preferable.

Straw Cutters—A wide range—From the small 8 inch hand lever cutter up to the large Ensilage Cutter with 14 inch feed, cutting and elevating from seven to fifteen tons of corn per hour. Every one of your customers can get the cutter that best suits their requirements. Operated by hand, belt or rod drive.



No. 3—Straw Cutter

John Deere Plow Co., Limited

Winnipeg Calgary Lethbridge Saskatoon Regina Edmonton

War-Time Farming

By M. R. D. Owings, Vice-President, M. Rumely Co.

While opinions vary as to the exact effect the war will have upon different lines of business, one fact stands out clearly. That is that to meet the increasing demand for farm products Canada must make a titanic effort to increase her production. In this, as Mr. Owings so ably points out, the farmers of the entire North American continent have a duty to perform for humanity. —Editor.

With all sources of supply closed and only enough to stave off hunger for a limited period, the nations engaging in the European war, as well as the individuals comprising the participating armies, must be fed and clothed. From the foreign fields thousands of producers have been withdrawn, consequently it remains for the farmers of Canada and the United States to work as never before, to **increase production** so as to feed not only our fellow countrymen but also the inhabitants of foreign countries. Whatever the duration of the war the loss in production already caused has already built a demand that calls for a supply that will put a strain upon our greatest efforts, and will at the same time mean an advance in prices for the necessities of life.

There can be no doubt of the increased demand for the necessities of life, such as wheat, corn, beef, dairy products, pork, leather, etc. The amount of capital destroyed in a war lasting only a few weeks creates an enormous deficit that can only be made up by increased production from the soil, in the hands of the farmer and his helpers. For the sake of humanity, the price of these necessities must be kept at reasonable levels, and the spirit of our people, reflected in emergency laws if necessary, is bound to guard against extortion from unfortunate ones. Prices will increase, but not outrageously so. That would be worse than usury.

Here, however, is what interests the American farmer, the dealer who supplies him with tools, and with service to make those tools do good work:

Every acre now under cultivation must produce more, and we must put more acres under cultivation. The last is not so important as the proper use of the land already being farmed. How can this be done at least cost? Farm labor is scarce and high-priced in many localities, principally because able-bodied workers would rather lead a drab existence in crowded towns than in the bright sunlight and fresh air of the country. Any farmer who has to hire help, though, knows he loses

many a dollar in a year because the average farm hand, working by the month, is not as eager to get as much done as the farm owner is. As an average thing, we venture to say the "loafing" bill of the American farm is a much heavier burden on the farmer than all the interest he pays on money invested in farm machinery.

Increased Production by Dependable Farm Power

If human labor is short and expensive, increased production means more and better use of mechanical power machines.

Chief among these are (1) the gasoline or kerosene engine, both stationary and portable, in many sizes for many jobs. (2) The tractor and its plows, harrows, pulverizers, packers, etc. (3) The cream separator, turning grass, ensilage and hay into butter fat at good prices and letting the fertility go back to the land in the shape of manure, and turns skim-milk into pork at 8c to 9c per pound. (4) The manure spreader, building up fertility of the soil every day; (5) The ensilage cutter, storing all the nutrition in corn, kaffir, etc., to make beef and butter.

All of these machines supply the serious need of more man power on the farm, and do the work better. Rightly sold and intelligently used, dependable machines save time and money ordinarily lost by the effect on teams and men of hot weather, and of cold in winter.

With the farmer it is not altogether a question of just what make of machine to buy. That is up to him to choose, when the facts are presented as to dependability, service rendered, cheapness of operation, and adaptability to his particular needs.

The essential point that must be brought home to the farmer is the profit to him in using these power aids as against the great muscular and slow effort required with man and horse-power. Consider for a moment the matter of

plowing. A seed bed nine or ten inches is regarded as deep, in this country. Can the ordinary farmer, in ordinary soil, get his seedbed prepared to that depth at just the right time, even though he realizes that extra two inches or so means just that much more room for plant roots to work in and that much more organic matter added to the soil thus broken up? If he uses horses and walking plows, with hired hands, he can't get all the acres plowed that he should, or if he does they are not done at exactly the right time and when the soil conditions are best.

From the farm comes nearly all of life's necessities. Now, this fall, winter and next spring is the important time for the farmer to

use to the utmost every mechanical aid he has or can reasonably acquire to provide and insure increased yields, in crops as well as live stocks, and dairy products. This means more tractors, for fall plowing, more ensilage cutters used in the making of silage for beef and milk animals; more husker-shredders, feed mills,

shellers, and hay presses to handle the larger amounts of feed necessary in making beef for the increased markets.

Fall Plowing with Tractors

There are dozens and hundreds of communities where a medium-sized tractor and automatic gang plow, if bought jointly by several farm owners, or by one reliable operator backed by several others, will yield big returns in increased crops next year by storing up humus and moisture through **plowing this fall.** Early fall plowing gives trash, when buried, a longer time to rot and enrich the soil. More water and air is admitted; loosened soil in the fall lets the freezing and thawing of winter act more freely to break up and make fine the particles of soil so they are more readily worked upon by the plant roots in the spring.

Insure Against Dry Weather

In Western Canada the farmers in many areas suffered from the effects of a long spell of dry weather. In parts that condition resulted in an almost entire crop

failure. Yet the men who plowed their fields last fall have not suffered as much from drought as those who plowed in the spring. **The fall plowing stored up water** from the winter's snows and from early spring rains. If you have read the crop reports this dry spring and summer, you must have noticed many complaints of **burned-out crops where shallow spring plowing was done** (particularly in the spring wheat section) while summer fallowing had stored up moisture that successfully resisted the severe drought.

Why not have this insurance of sufficient moisture on more farms in your community? If the drought hits next year, as it always does to some extent one year or another, plowing in the spring, even though deep, will be too late to conserve the moisture from the winter snows and early spring rains. The farmer says he has too many other things to look after in the fall to possibly get around to fall plowing. That's just the point. It doesn't need to be a six-weeks job. He should know what a good tractor will do for him. That is the very need you want to fill, to his profit and yours.

From all points of view, one can't get away from the fact that there are great advantages in the use of Traction Power on the farm, and particularly for plowing.

Low prices and long terms don't always convince a man he can make more money by the proper use of your goods. Anybody can cut prices. It takes real salesmen, live, constructive thinkers, to dig up, point out and present the opportunities his prospects are missing for the profitable use of such machines. They are the men, whose communities get bigger yields and turn every pound of feed grown into marketable products, and they can undoubtedly count upon increased and continued prosperity in those communities.

The Retailer of To-Morrow

The retailer in the next decade is going to learn better business methods, better understanding of his real position in the community as a creator and developer of possible business. He is going to serve more efficiently as a clearing house of information about merchandise, and as a service-giver, so that the manufacturers of saleable goods may not find the selling of his goods by retailers quite so costly a procedure of such a jungle of uncertainty.



M. R. D. Owings

Plow Early and Deep

—that thought should be uppermost in the mind of every progressive farmer and implement dealer.

1915 looms up big for the Canadian farmer if he takes advantage of, and properly prepares for, the possibilities ahead. Every acre will have to produce more than it ever did before to supply our own demand and the foreign needs which the European war is sure to develop.

But 1915 possibilities can be insured only by the proper preparation of the seed bed. Not only are government experts, agricultural colleges and every other better-farming influence urging farmers to plow early and plow deep, but common sense alone shows the necessity of it.

We can't count on ideal weather conditions next year—to be safe we must prepare for the reverse. Early and deep plowing this Fall will conserve the moisture of Fall and Winter rains and snow against future drouths. It will go far to eliminate the guess work of a 1915 crop.

It was manifest this year, in territories where drouths have prevailed, that the farmer who had plowed deep suffered least.

But deep, fast plowing is out of the question with animal power—farm tractors are going to be the big factor in realizing next year's crop returns. Not only will tractors do it easier and better—they plow and prepare the seed bed at about one half the cost of animal power.

Preach the gospel of early and deep plowing with a tractor and the resulting bigger and **surer** crops—it means more and better business for you, and **lasting** business if you have the reliable, proven Rumely line.

There is a Rumely tractor for every size farm, and to meet every local condition:

Rumely OilPull

The OilPull is the only tractor that successfully operates on kerosene and cheaper fuel oils at all loads and at every kind of work—Over 4,000 in actual use—two sizes, 15-30 and 30-60 horsepower.

Rumely GasPull

The GasPull is a handy, light weight gasoline tractor, commonly referred to as the "all around" tractor. Money can buy no better tractor for the small farm—no handier tractor for the large farm. 15-30 horsepower.

Rumely ToeHold

The ToeHold is an orchard tractor—especially designed for orchard and vineyard cultivation. It is low, narrow and light weight and equipped with the patented ToeHold wheel—"grips the ground like a horse's hoof."

See the Rumely man or write for information regarding the money making opportunities offered dealers holding the Rumely line agency.



Rumely Products Company

(Incorporated)

Power Farming Machinery

Chicago

Illinois

Canadian Branches

Calgary, Alta,
Estevan, Sask.

Regina, Sask.
Saskatoon, Sask.

Winnipeg, Man.
Toronto, Ont.

The Manufacture of Wire Fencing

At the present day most of the wire fencing made is produced from steel, usually of the mild variety. We hear a good deal of talk about the older wire, purchased about twenty years ago, lasting better than the modern product, but we can scarcely see how modern galvanized wire can be inferior to the rusty, if heavier, iron wire of the past. In making modern wire fencing, after the ingots of steel have been molded and are thoroughly cool they are reheated to a bright red heat, rolled down, and cut into lengths of a certain shape and size, known as "billets."

Most wire-fence manufacturers buy either their wire or their billets from the steel mills, and comparatively few make their own steel. The horizontal heavy wires of a woven fence are usually made from a fairly high-carbon hard steel in order to attain great tensile strength or resistance to breaking under strain. The vertical or tie wires must of course bend easily without breaking, and they are made from a mild or soft steel, usually Bessemer metal. All metal used for fence wire at present made in this country is classed as steel, irrespective of the percentage of carbon or whether made by the Bessemer or open-hearth process. The billets are rolled hot into No. 5 gauge wire rod. This is then pickled in sulphuric acid until clean, then soaked in hot lime-water to remove the acid, and baked for about half a day, when it is drawn cold through dies of hard steel to the required gauge, usually No. 12. The lime coating on the wire lubricates it and prevents it from cutting out the dies.

The wire is now ready for galvanizing, which consists of running it through brick tubes or ovens which are heated by coal or gas, where the process of annealing or softening takes place. When the wire is cool enough it enters a bath of acid, which cleans it and removes any scale that may have formed during the process of annealing. This so-called "pickle" consists of diluted muriatic acid and is a necessary treatment, as the wire would not take the zinc unless it had first been through the acid bath. The question as to whether the acid should be washed from the wire before it enters the zinc bath is important and manufacturers seem to differ in their practice. It is by no means certain that acid included in the zinc and under it will not tend to corrode the metal rapidly.

Some sort of chloride is undoubtedly necessary to make the iron take the zinc, but it is natural to suppose that the presence of actual acid should be avoided.

The wire is next run into a vessel about 16 feet long containing melted zinc. As the wire emerges from the zinc bath it is run through asbestos wipers, which rub off nearly all of the zinc and leave a smooth coating, which amounts usually to about 1 to 1½ per cent of the wire.

After the wire is galvanized, if a woven-wire fence is to be made, it goes to the weaving room, where the finished product is turned out. In some cases, especially in the manufacture of fine wire fencing, such as poultry mesh, the galvanizing is done after the weaving.

A very much better covering and perhaps a more durable wire can be made by what is known as the double galvanizing process. The double process does not, as its name implies, mean that more than one coating of zinc is put on, but only that about twice as much zinc by weight is carried by the wire. In the double process the wire is drawn much more slowly through the zinc bath and does not pass through asbestos wipers, but is smoothed by passing slowly through a shallow bed of slightly damp charcoal powder.

The Farmer as a Manufacturer

In looking at the entire retail trade of any small center it must be admitted that the retail implement dealer is a man who requires as high, if not a higher measure of ability to succeed in his calling than does the man in any other line of effort.

Look at the lumberman, dry goods merchant or retail hardware merchant. In distinction with them the implement dealer has a peculiar dignity attached to his business—whether or not he may admit the fact. An implement dealer is not only a merchant in the broadest sense of the word, but he is also an educator. Upon him devolves the responsibility of educating the farmer so that the latter may use machinery and methods that will enable him to produce his crop at a minimum cost. And upon the prosperity of the farmer depends the prosperity of the whole town.

The farmer is actually a manufacturer of the highest type. His plant is the soil, and into it he puts the seed, which we may look

upon as the raw material of the ordinary manufacturer. Through the operation of his plant—the soil—and the transformation of his raw material—the seed—he evolves the finished product in direct proportion to his skill as a producer.

The methods by which he transforms his seed into product determine largely his measure of success, and in agriculture, as in all branches of manufacture, it is most important that the correct tools are selected with which to do the work. In selecting these tools the farmer must exercise the same degree of ability as does the successful manufacturer when purchasing a lathe, drop hammer or loom. Only, in the case of the farmer, the latter has no competent engineers to depend upon, but must rely upon the advice and guidance of the implement dealer.

Upon the business judgment of the dealer, and upon his knowledge of agriculture, consequently depends, to a large degree, the ability of the farmer to produce every bushel of his crop at a cost that will let it go into open competition in the world's markets yet sell at a price that will net the farmer a reasonable profit on his operations.

Here then lies the educative value of the retail implement trade, also the necessity that the men in it should familiarize themselves with the general methods of farming—the rotation of crops, the subject of deep tillage, proper plowing and cultivation, the selection of seed and all those other matters which go to make the farming communities of the Canadian West successful, and beyond them the entire Dominion. Let every dealer look upon his calling with pride. It has, or should have, a very direct effect upon the prosperity of this or any other agricultural country.

The Distribution Fallacy

In justification of its existence the unvarying argument raised by any mail order concern is that it eliminates the middleman. The contention is that the placing of the jobber and the retailer between the manufacturer and consumer is the means whereby the product is increased in price owing to the complexity of distribution. These mammoth emporiums consequently point with modesty to their inflated bosoms, asserting that they are the means whereby cheaper distribution may mean lower prices. They buy direct from the factory and sell direct to the farmer, thus, they

say, selling the goods more cheaply.

So skillful has this contention been clear through all their publicity efforts that in the minds of thousands of buyers it is gospel truth. Even business men in the small town—men who preach the gospel of home trading—allow their wives to send to the city for goods, to bow to the fetish of low prices—quality unconsidered. A great business economist, Prof. Paul Neystrom has recently completed a lengthy investigation into thousands of retail businesses so as to satisfy himself regarding the relative qualities as to price of the retailer as against the catalog concern. Especially did he collect data regarding the two routes of distribution (a) factory, catalog-house, consumer, and (b) factory, jobber, retailer, consumer. As a result he gave some most interesting evidence before a government committee at Washington.

This economist contends, and rightly, that any method of selling that bears with it a heavy charge for service is socially unjust and cannot hope to last compared with a more economical method of distribution. In effect, all things being equal, the most economical method of distribution is the best. This being so, if the claims of the catalog houses, are true that they can distribute most economically, then they are in the right and must prevail.

Yet Prof. Neystrom, handling data compiled from the records of more than a thousand retail businesses, as compared with similar data from mail order concerns, states that the reverse is the case. His investigations prove that mail order distribution must be more expensive than regular trade distribution and that if the mail order house gets the trade it is not through this reason.

Why, then, do the orders flock to this class of distribution? After much study and collecting of facts and figures this expert has proved that it is not through a better distributing system. Surely then it must be due to superior advertising systems, better buying methods, an inferior quality of goods or the propagation in the public mind of an idea based on anything but hard and dry facts. The jobber and retailer can distribute as cheaply as their competitor; it only remains for them to educate the public to that fact by economical buying, skillful advertising and quality of goods that can stand the test of time and service.

Tell what you read and you tell what you are.

Water Works for Small Towns

To the property owner of the small town, especially the retailer doing business therein, must come the thought of the benefits that would accrue to the community through the installation of a public water supply. To satisfy such men it stands to reason that the water works must offer advantages over the private system of supply and be within the means of the community. Considering the benefits of a properly constructed public water supply, as compared with the private supply, Prof. G. R. Bascom, an engineer at the University of Wisconsin, outlines these benefits as follows:

(a) Reduced cost, if compared on a basis of time, energy and interest on investment. The private system costs each property owner at least the price of a well and pump, an outlay of probably not less than \$60, and in some cases private water works systems cost as much as \$500. Most private systems, however, are owned and in operation at the time the public water supply is considered, so this expense cannot be considered except as new installations are made and when the interest on the investment, cost of repairs, depreciation and operation are considered collectively. These items, however, will in most cases exceed the average rates offered by public water works systems.

(b) Better fire protection is offered in the property designed public water supply and in some cases this item alone is enough to warrant the adoption of the public water works.

As an instance can be quoted a single fire in a town of 1,500 in South-Western Saskatchewan, which originated in a large implement and hardware concern, spreading to a nearby lumber yard. The cost to business interests in that center was almost three times the cost of a municipal waterworks system. Such conflagrations cannot be fought

by a bucket brigade and water carts. Furthermore, every dealer can understand that the reduction in insurance rates, due to the installation of fire protection, should be sufficient in many cases to carry the interest on the entire waterworks investment.

(c) Probably the best argument in favor of public water works is the fact that better sanitary conditions are thereby made possible. This is strikingly apparent from the number of privies which are located close to the wells which supply the drinking water. We can estimate the value of doing away with such conditions when we realize the annual cost of typhoid fever to Western Canada.

The public water supply, free from contamination, can be economically supplied and offers a real solution of the privy problem by furnishing water for sanitary sewage systems.

(d) Considering the comfort, convenience and general usefulness of a public water supply as compared with the private supply is like comparing the ever ready source of supply under pressure to the wheezy old pump—unless an expensive private system is installed. Running water in the home, barn and on the premises for sprinkling lawns is possible; water closets, bath-tubs, laundry-tubs and hot-water systems are made available by the public water supply at a cost which compared with the cost of private supply is almost negligible.

Add to this the time saved and the weary drudgery of carrying water that puts years on the life of many a woman.

Can the community classed as a village afford a public water supply?

Though in many cases poorly managed, there can be no question about the average waterworks being a sound financial undertaking.

There are many small water-

works systems in Wisconsin which are operating on a paying basis and supplying water at reasonable rates. The town of Lancaster has practically paid for its waterworks system in 20 years, actually earning in that time about \$80,000. In Ohio, one town with a population of only 100 has a public water supply. There is no reason why any small village should be without this municipal benefit, especially since the financing of the project can be arranged so that the burden will fall on the future generation as well as the present.

As a matter of town promotion every merchant should agitate for a water supply, for fire protection if for nothing else. Add to that the gift of uncontaminated water and better health in the community. Fire protection, health protection, labor saving, the small town water supply should demand the attention of every live retail merchant therein.

Advertising

Advertising makes millionaires and presidents, makes actors out of fur coats with indifferent filling, supplies widows with husbands, babies with homes, and deserts with population. Advertising gets some people bigger business and sends others to the penitentiary. Advertising supports literature and makes nations, corporations, organizations and individuals better off. The country which advertises, as does Canada, waxes great in immigration returns, while the country that knoweth not the press agent crumbles away and is discovered by future races even as we now delve among the pyramids of the Orient.

FRAZER AXLE GREASE.



Not affected by Heat or Cold.
Highest Awards at Centennial, Paris and World's Fair.

MANUFACTURED BY FRAZER LUBRICATOR CO.,

Factories: ST. LOUIS, NEW YORK.

NICHOLSON AND BAIN, Agents,

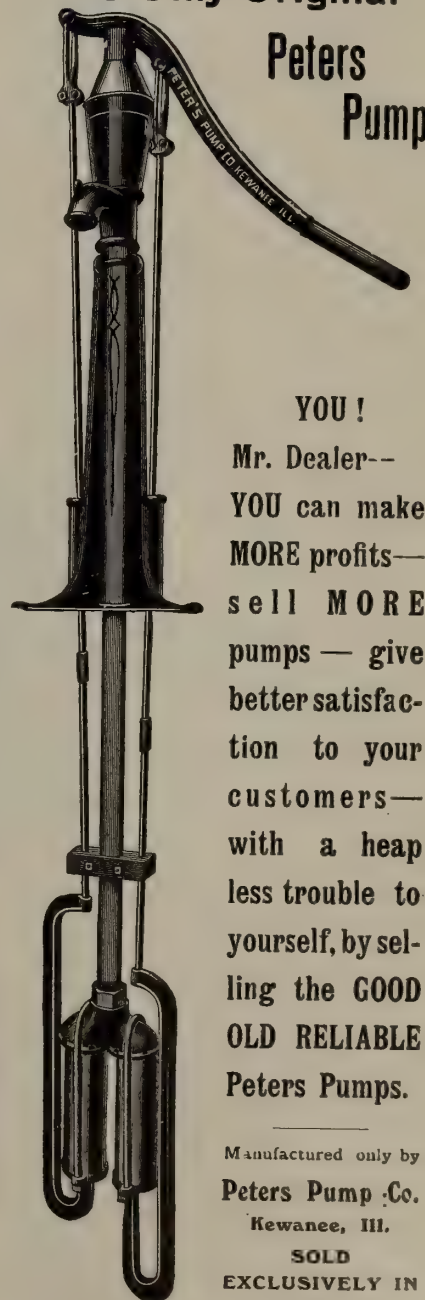
WINNIPEG, MANITOBA.

Home Comfort and the Engine

Few farmers' wives realize the value of a power engine as attached to the labors inseparable from running a farm home. Through its installation numerous comforts may be added that include many city conveniences which one is not likely to expect in the country. Beyond taking the backache out of washing and churning, the farmer who adds an engine to his equipment can have running water on every floor, either with or without a pressure tank. Add to this a small drainage system and the farm home becomes more comfortable for all its inmates. Beyond the initial cost of the engine, from fifty to seventy-five cents a week is a liberal estimate for its running expenses.

Get in line for 1915 trade.

The Only Original Peters Pump



YOU!

Mr. Dealer—
YOU can make
MORE profits—
sell MORE
pumps—give
better satisfaction
to your
customers—
with a heap
less trouble to
yourself, by selling
the GOOD
OLD RELIABLE
Peters Pumps.

Manufactured only by
Peters Pump Co.

Kewanee, Ill.

SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope Anderson Co., Ltd.

Winnipeg, Regina, Calgary, Saskatoon, Brandon, Swift Current, Yorkton, Lethbridge

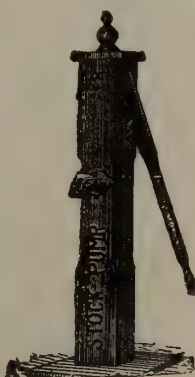
Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than
any one in the West.

Get His Prices Before You Order

Brandon Pump & Windmill Works

Brandon Man.



Tractors and Warfare

There is not the least doubt that the armies participating in the European war are using tractors as well as motor trucks in their operations. The heavy artillery can be handled more expeditiously by tractors than by any other means. The reason for this is simple. A few rifle bullets will completely disable the teams transporting a big gun from one point to another, a tragic feature in modern warfare with its necessity for heavy artillery. But rifle bullets do not seriously effect the cast iron and steel of the tractor, in fact scraps of shrapnel do not greatly "incommode" it, as an Irishman would say.

It is strange to think that an instrument of peace should be utilized for the sad work of dragging into the firing line the means of shattering and rending the bodies of human beings, yet adaptability exceeds sentiment in times of war.

Just prior to the war the German and Austrian Governments each bought several Hart-Parr 60 h.p. tractors from that company's headquarters in Vienna, Austria. Shortly after the Russian Government also invested in a complement of Big Four tractors, as made by the Emerson-Brantingham Company at Rockford, Illinois. This company also supplied the government of Roumania with traction equipment when that country was engaged in the recent Balkan war. A 60 h.p. tractor will handle a load of 30 sturdy horses, so the economy and impregnability to wounds of the tractor are a valuable adjunct to modern heavy artillery. Of course the horse is still supreme in the rapid movements required by light field artillery, but for siege work or mounting heavy guns in an offensive position the tractor has the winning features from a military engineering standpoint. For haulage purposes in the transport section of the army the tractor also is of great use, along with its blood-brother, the motor truck. Last but not least, while the horses may be utterly exhausted or lamed by the heavy work, the tractor will work on throughout the twenty-four hours—an invaluable feature when time lost may mean the difference between victory and defeat. For transport purposes the British army uses a low tractor of great haulage capacity, equipped with a caterpillar travelling system that allows its advance over any type of country where the ordinary

wheeled tractor might be "stalled."

In the game of war the schemes and equipment connected with transportation are of paramount importance. It is a compliment to the practicability of the tractor to be used for martial movements, but we would far rather see it at the work for which inventors originally intended it—hauling the acre-extending plows or threshing the serried leagues of golden grain.

Carriage Manufacture Booming

We have come to take it as axiomatic that because the auto is so popular the manufacture of carriages and vehicles has faded away to almost a negligible quantity. This is not so by any means. At the Carriage Builders' National Association, September 28-October 2, statistics were produced showing that well over a million horse-drawn vehicles were built in the United States last year.

This large figure does not include business, farm or truck wagons, only taking account of such vehicles as buggies, surreys and other light carriages. For eight years prior to January 1, 1913, the number of horse-drawn spring vehicles made in the United States averaged a million to a million and a quarter annually. During the year 1913 the total number exceeded 1,200,000, and, at a fair estimate, this product sold for more than \$60,000,000. In carriage factories alone over \$35,000,000 is invested in the U.S., quite apart from the enormous capital involved in the wagon-making business. Surely these figures ought to assure every implement and vehicle dealer that the coming of gas power has in no wise lessened the good standard trade possible in the sale of buggies, democrats, etc. We are too prone to believe that the horse is a dying dynasty. He is not, and never will be! Get in line for a good cutter trade and a buggy business for next year. The business is there, but in the past too many dealers have neglected to push vehicle sales as they should. Despite Detroit and all the autos made, the good old-fashioned buggy will for years to come be the favorite mode of progression to and from our West Canadian towns. Anyhow, always remember that no young fellow, however much in love, can handle a steering wheel

and hug his bunch of sweetness at the same time. Clutches don't mix with kisses; but with a buggy you just drop the reins around the dash, and—the rest depends on the young lady!

Twine Plant for Calgary

A cordage and twine manufacturing company is acquiring from the city council of Calgary a site for a factory to be devoted principally to making binder twine. Local capital, along with some financiers in the United States, is organizing the company. The city will sell the site from its industrial tracts and will await the complete organization and operation of the company before exacting the purchase price. It is reported that several hundred hands will be employed.

They Always Do

"Now, my son, you are married. Be what a man ought to be."

"How do I know just what a man ought to be?"

"Your wife will furnish full plans and specifications."

The Measurement of Grain

It is evident that the inventors who have endeavored in the past to perfect an automatic weighing device for threshing machines have not, so far, won the approval of the Dominion Department of Inland Revenue. This government body do not yet feel that the grain tallies or registers in use upon threshing machines should bear their stamp of approval. If they are used to record the weight of grain, the thresherman must also have a checking scale that conforms with the regulations concerning weights and measures, this scale to have a capacity of not less than one hundred pounds, presumably a good steel-yard with sliding poise. Should a device for registering volume only be used, it must be equipped with two measures of a capacity of one-half and one bushel respectively. Consequently, unless the automatic register on the machine is reinforced by the presence of equipment for accurately giving the amount of grain, either by weight, or volume, it will be difficult to prove the quantity of grain threshed.

The use of an automatic tally without the auxiliaries required by the Department of Inland Revenue lays the thresherman open to penalty for violating the Act. The inspectors have

been instructed to carefully investigate the use of these devices on threshing machines, consequently threshermen may expect very close supervision in this respect.

A Real Prairie Story

While Canadian Farm Implements, as a trade publication, seldom reviews any publication not directly connected with the farm machinery business, we would like to draw our readers' attention to a new western novel, "The Bail Jumper," by Robert J. C. Stead, a Calgary writer. When the busy season has passed, the implement dealer with some time on his hands should find many hours enjoyment in the perusal of this book. It is written with the deft and intimate touch of one who knows and appreciates the lives of we dwellers on the western prairies; through its pages we meet character after character whose exact prototype may that day have talked to us in the store or on the street. There is high literary quality in the simple directness of the plot, and only a writer who has lived in the small western town could so vividly portray the characters met with in "The Bail Jumper."

Raymond Burton, the leading character in the novel, leaves his father's farm to become a clerk in a general store in Plainville, the nearest town. A large amount of grain money mysteriously disappears from the safe in the store and suspicion falls upon young Burton. Feeling a social pariah, the lad disappears, "jumping his bail," and going farther west, leaving behind him many close friends in both town and country who are very loath to believe his guilt. Among them is Myrtle Vane, with whom Raymond is in love. Finally, at the last moment, the youth decides to return and stand his trial, at which evidence is happily produced which completely exonerates him of the charge. His ruin had been plotted by Gardiner, his employer, who is a rival for the love of Myrtle Vane, and the story ends happily with young Burton re-established in public favor and with his lady love in his arms.

Especially good are the scenes depicting the daily routine in a general store, the types of customers and their peculiarities being splendidly described by the writer. Throughout the whole novel, with its clean-cut plot, runs the breath of the prairie, the refreshing memory of long drives out trails now far away, the haunting vista of dotted homesteads and the refrain of whirling binders among our western wheat. The portrayal of the prairie fire and scene of the land seekers waiting outside the Land Titles Office could only have been penned by one who has lived amongst us, as has Mr. Stead. His literary style is free, and the dialogue typical of our western farm lands—a thing seldom the case in the so-called "western novel." On the pages of "The Bail Jumper" live the prairie people with their healthy optimism and undaunted philosophy of life; throughout the story has a healthy sustained interest. The Barnardo boy, Wilfred Vickery, commonly called "London," is one of the most sympathetically drawn characters which has emanated from the pen of a Canadian writer, and we trust that we may, in the future, have from Mr. Stead such another novel of prairie life as it really is.

"The Bail Jumper" is published by William Briggs, Toronto, and should shortly be on sale throughout the west. We trust that many of our readers will endeavor to procure this book. It is an epic of our everyday lives, a tale that will ring true to the heart of every man and woman who lives on the prairies of our great Canadian West.

The fellow who buys his popularity generally pays more than the market price.

Our Opportunity as a Nation

Oftentimes in the past have we stood at attention on hearing the phrase "The Granary of the Empire," when the speaker referred to Canada. Now, in the wreck and ruin of a war in which the Empire is engaged, is our opportunity to show that the title is deserved; that we can do our part toward feeding the hungry of the Motherland and her allies. The proof of a strong man is his capacity to meet perilous conditions with confidence and to win out. The proof of a nation is also its faculty of rising to meet the occasion—either in war or commerce. As regards war we have given undisputed proof of our loyalty and patriotism, there remains for us to make an effort to overcome the conditions that arise from war.

Assuming that America can supply the food demand of the present, let us look at the future. A war of the proportions now being waged in Europe can scarcely be a long drawn out conflict. Nevertheless, because of the fact of its magnitude, because of the huge numbers of men engaged, its effect, after its cessation, will be of a staggering nature. Hundreds of thousands of acres in Europe which would normally have given their tithe towards the food supply of humanity will have seen no harvest. Broken and crushed crops beneath the heavy feet of passing troops, fields crossed and recrossed by the devastation of bloody engagements, all mean so much less in the production of foodstuffs for human consumption.

In Canada our prairies lie

peaceful after they have given their yield to mankind. On every hand is land still untilled, raw, rich virgin soil that but awaits the coming of the plow to add its share towards the productive acreage of the earth.

Our farmers are far behind the firing line, but they have an opportunity to do a service to the Empire—as great an opportunity as has the leader of any forlorn hope among the crashing chaos of the battle.

We must gird our loins for a struggle to live up to our self-given title, "The Granary of the Empire." Week by week, month by month, the farmers of Canada can vindicate their claim to that name by increasing their present acreage, by conserving cereal and fodder and every type of agricultural product that can be used to feed either man or beast.

In average years the United States carries from one crop to the next about fifty million bushels of wheat as a sort of reserve fund. Importing countries also carry large stocks so that one season may be blended into the next without any cessation of supply. This year we can be very sure that these importing countries will have no stocks to carry over. In addition to future necessity they will, for years to come, have to re-establish their denuded reserve stocks of grain.

Even though the women and children in Europe prepare the land for the next crop—or even seed it—which is almost impossible, Europe can only expect far less than a normal crop, in fact it is hard to say what will be the

outcome of the greatly diminished productive acreage.

Consideration of these facts should show the farmers of the Canadian West the necessity of increasing their acreage, although to do it requires day and night labor. Extra labor is a little thing compared with the ideal of feeding the hungry of the earth.

The farmers of Great Britain have been impressed with the need for them to make a titanic effort to produce every bushel possible. Our own Department of Agriculture is issuing the same clarion note of warning.

We must increase our acreage, but we must increase it properly. Better an acre well cultivated than two acres that will yield a miserable crop; better 35 bushels from one acre than 30 bushels from twice that area. The plowing and tillage must be done in a proper manner so that next year we cannot only raise crops that will benefit the Empire but crops that will mean prosperity to the grain growers of the West. When we plow we must guarantee the work by proper cultivation and discing. The growth of a stalk of wheat is determined by the proper preparation, both in the soil and out of it, of air, water and certain salt compounds. The seed bed well plowed this fall, is

the integral factor upon which rests our yield of next year.

Slipshod agriculture may increase our acreage but will it increase our crop for next year? It should be the self-imposed duty of every implement dealer to preach at this juncture in Canadian history the gospel not only of bigger farming but of better farming. The dealer knows, or should know, the effects of the application of implements to the soil when properly used. He knows what the soil should receive, the function of the implement with regard to the future growth, and he should impress upon every farmer the necessity of so plowing and tilling his land that the greatest returns may be possible.

It is the rain drops that formed the rivulet that became a brook, a creek, finally a mighty river falling into the immensity of the ocean. It is the few words spoken by a sincere man, here and there, that will, in the aggregate, do much towards making us in very truth the "Granary of the Empire" during next year and the years to come! To increase acreage it is true that implements and machinery will be needed, but beyond any personal profit that may accrue let the dealer cling to the ideal of preaching the gospel

The Improved Webber Separator and Cleaner



The best all-round Fanning Mill on the Market

Mr. Dealer This Angle Sieve Grain and Seed Separator is something entirely different from all other Grain Cleaners. It completely separates oats from wheat or barley, and is especially good on cleaning flax seed. Absolutely guaranteed to clean and separate any and every kind of grain not only better than that handled by any other cleaner but also faster. Lower than any other mill—easy to put in grain.

LET YOUR CUSTOMERS SEE THIS MACHINE

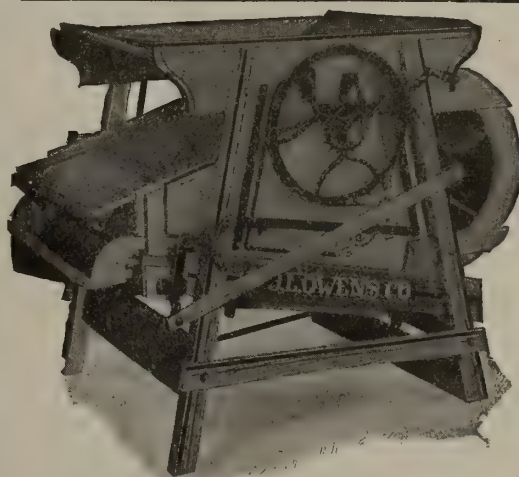
We are anxious to let you test the Webber for yourself. Let us send you a sample mill for 30 days, free trial. If you find it unsatisfactory, return it at our expense.

We also manufacture the Grain Growers Automatic Grain Pickler and the Just-Rite light weight, high power gasoline engine in 1 and 3 h.p. sizes: retails at \$35 and \$80.

SPECIAL TERMS ON FIRST ORDER. EXCLUSIVE AGENCY AND LIBERAL DISCOUNTS. GET OUR PRICES IF YOU WANT THE BEST

THE CURRIE MANUFACTURING CO.
LAUDER, MANITOBA

King of Wild Oat Separators



THE OWENS
"NEW
SUPERIOR"
WILD OAT
SEPARATOR

With our patented open and blank space sieves, it positively separates every wild oat seed, causing them to lie flat, and not up on end.

Patented Adjustable Wind Boards

are provided so that blast is always under control. Can blow out as much or as little as you like, making it a perfect oat cleaner and grader. The lower shoe is fitted with a cleaning rack that is adjustable, never touching the sieve, but just close enough to knock out any grain that gets stuck when going over the sieve. It is movable, working back and forth about two inches in opposite directions to the shoe. By this improvement the capacity is increased about 25 per cent.

It is Strong, Well-built and Bolted—Not Nailed

Our machine is built to clean any kind of grain and do perfect work. What the "NEW SUPERIOR" cannot do, no other can do. Exceptionally easy to operate, it will appeal to your customers. Made in Sizes 24, 32 and 42 inches wide, with or without bagger, and with power attachment for gasoline engine if desired. WRITE FOR DEALER'S PROPOSITION AND FULL PARTICULARS.

Cushman Motor Works of Canada, Ltd.
289 Princess Street, Winnipeg

of better farming along with the slogan of increased areas.

In the future will lie the reward. History shows us that fact. During the Civil War in America, in 1864, the highest price paid for wheat was \$1.07. The first crop following the war, in 1866, saw wheat selling at \$2.85. In following years, down to 1880, it sold as high as \$1.30 to \$1.80 every year, dropping in 1884 to a variable price around one dollar. Let us build for the future by proper farming. We shall fulfill our ideal in serving the Empire, and shall also blaze a trail to agricultural prosperity, the sun of which will shine not only upon the farmer but upon those of us who are engaged in the farm machinery business.

Assisting the New Dealer

We are informed that a large implement jobber in a northern city has adopted a plan for starting new dealers off right and that it has worked well and is worthy of being imitated by every jobber in that line, says Implement Dealers' Bulletin. The plan is to send a salesman to assist the dealer in setting up and arranging his stock, help him to price same, show him about figuring costs and give him instructions in regard to selling and demonstrating.

This assistance to dealers who have never been engaged in the implement business of course is very valuable. At the same time it is a safeguard for the jobber, for too frequently the new dealers who have come from the farm or blacksmith shop become imbued with the idea that the way to get a start is to cut prices below all competitors. They are more likely to make good merchants and succeed in their business and consequently be able to meet their obligations if they are started off on the right foot. It is a good plan. Let us hope that others will emulate the example of this jobber.

Cleaning Spark Plugs

A good way to clean the mica part of spark plugs in gas engines, so as to leave no carbon, is as follows: The entire plug is placed in a glass of vinegar or a weak solution of acetic acid. If the latter is used, a 10-per-cent solution is best. After the plug is taken out of the solution, it should be washed in gasoline and rubbed with a dry cloth. This removes the carbon deposits and grease quickly.

New Department Manager

For seven years the International Harvester Co. of America, has shown incessant activity in the development and sale of the gasoline motor truck as adapted to both farm and city use. On September 1st they established as manager of the motor truck department, O. H. Browning, Philadelphia, one of most successful and enterprising branch house managers in the harvester organization.

Having been in the machine business for over 30 years Mr. Browning is one of the most widely known implement men in



O. H. Browning.

the Eastern states. Twenty-four years ago he was sent East by the old McCormick Harvesting Machine Co., when it was blazing its way for the success it ultimately attained up to the time of its merging with the I H C. For twelve years Mr. Browning was general agent at Harrisburg, and for the last twelve years general agent at Philadelphia. In the latter position he focussed his energies on the motor truck trade with such zest that he became a factor in the auto industry of that area, while his branch house ranked foremost in the total sales of the entire organization.

The total distribution of the company's plant at Akron, O., will now be under his direction. This plant is the largest of its kind in the world devoted exclusively to the production of motor trucks. Mr. Browning will be succeeded at Philadelphia by D. H. Zimmerman, who for twelve years has been his assistant.

The Gas Power Show

From October 19 to 24 the National Gas Engine Association will hold the third annual Gas Power Show at Toledo, Ohio. An interesting feature will be a series of classes for engine dealers, tuition being given in gas engine salesmanship, especially as

regards locating prospects. The main talking points of various engines will be taken up and discussed, and such matters as repairing and construction gone into. These classes are free to all who care to attend.

A series of model salesrooms will be shown, since it is believed that too many dealers have their line of engines in some back room. To sell engines they must be displayed properly.

The demand for light tractors is increasing and the European war is going to raise the prices of both horses and mules and to make these animals more scarce than during normal conditions. The dealer who has the agency for a light tractor should push sales at every possible opportunity, and to assist in this work a unique feature will be staged at the Gas Power Show in the form of an indoor demonstration. One of the main buildings has been floored with earth to the depth of several feet. Upon this tractors will be operated to show their ease in handling, etc.

A Machine for Grading Potatoes

A device for grading potatoes and onions has been invented by L. M. Peterson, St. Paul, Minn. The machine is somewhat similar to seed graders. It is equipped with a series of screens designed to separate the three grades of potatoes, power being supplied with a one and one-half horsepower motor. It requires little attention, according to the inventor.

The Twine Situation

The great advances in the rate of exchange have had a direct result in lowering the price of sisal fiber, according to a report in our Chicago contemporary. While the Yucatan sisal planters are receiving in Mexican coinage about the same price as last year, the high rate of exchange makes the fiber available to twine manufacturers at the lowest price quoted since 1897. This should indicate a considerable decline in the price of twine next year, assuming that the manufacturers buy at the low price and lay in stocks. However, cash must be paid for the fiber, and owing to the financial situation due to the war, it is probable that few manufacturers are in a position to buy heavily at present. The current quotations for sisal is at least 2 cents lower than the average price paid by twine makers for their 1914 supply.

A Live Subject for Debate

On January 5, 6 and 7, 1915, the Minnesota Retail Implement Dealers' Association hold their annual convention at Minneapolis. A unique feature of this convention will be a debate between members of the association and representatives of manufacturers and jobbers—the subject being:

"Resolved, That manufacturers and jobbers are guilty of overstocking dealers and overcrowding territory."

The banner of the retailers will be borne by C. M. Johnson, Rush City, Minn., and S. T. Wood, Rushmore, Minn., the negative by J. A. Craig, president of the National Implement and Vehicle Association, and C. E. Woodward, Minneapolis, the two latter gentlemen representing the manufacturers and jobbers.

An instructive feature of the convention will be the illustrated lecture, "The Dawn of Plenty," produced by the Service Bureau of the International Harvester Company.

The Paper and the Man

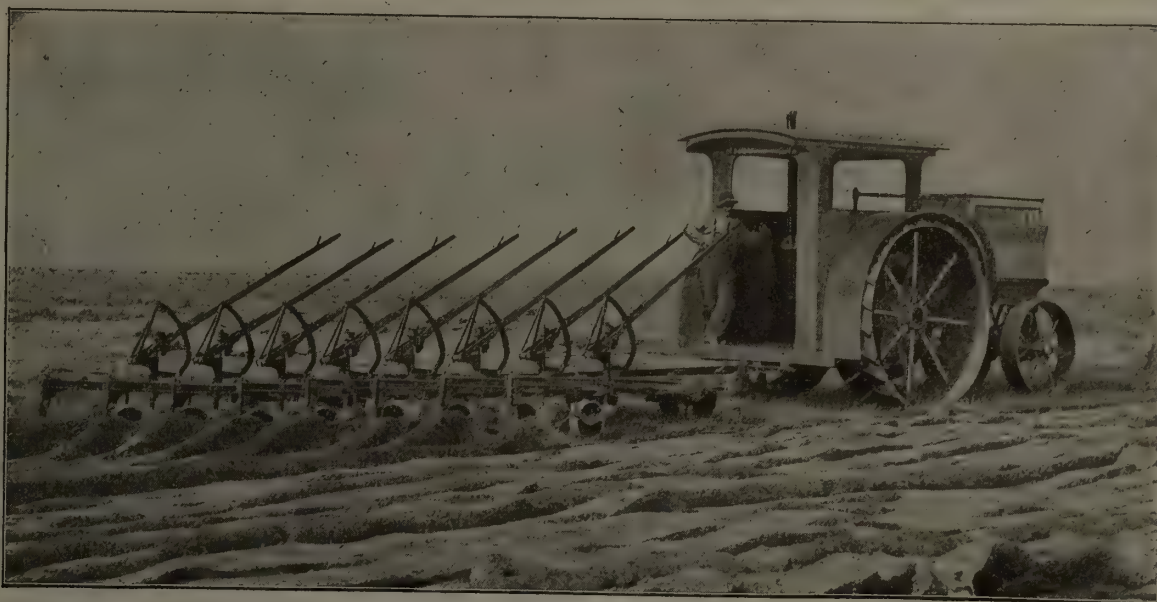
No man in business can afford to neglect the periodical of his trade; a live trade paper presents every week or month a fund of information on business conditions and methods which may save the reader from making costly experiments. Papers for the retail trade tell about methods of selling, of keeping cost accounts, of how to get rid of time-worn merchandise, how to build up a credit standing, how to create a spirit of loyalty and co-operation among clerks and general employees.

It is for the credit grantor to get his customer to read consistently one or two papers bearing upon their trade. Generally speaking, the man who gets nothing out of his trade paper is a back number or is soon going to be.—Credit Men's Bulletin.

Wake Up

The live merchant or manufacturer is alert. The minute he sees the first sign of approaching dullness, he sharpens up his business tools and goes after more business. He uses more advertising. He uses better illustrations and stronger copy. He plans new campaigns while his competitors sleep. He pulls every string. He does not leave a single stone unturned to get more business, and—he gets it, too.

Optimism pays big dividends.



FARMERS will accept and use the better way of farming when they know the better way. They discarded the reaping hook for the cradle, the cradle for the reaper and the reaper for the self binder. Not because the binder costs less than the reaping hook, but because it reduces the labor, the time, the chance of loss and the cost of harvesting small grain.

Any change to a better method of farming means more business for the implement agent. Every farmer who makes such a change contributes something to the agent's profit.

The next great change will be in farm power methods. The oil tractor will supplant the horse in time, just as the horse has supplanted the ox.

Before many years the tractor will be as familiar a farm tool on 160 acre farms as the binder is now.

The agent who is first to get into the tractor business right, is going to make some money. Getting in right is easy. Sell I H C tractors. Use the Prospect Finders and Selling Helps that we furnish. With these, the hardest part of making tractor sales becomes comparatively easy.

Your nearest branch house will post you thoroughly on our tractor selling methods and will show you of how much assistance we can be in helping you to reap some of the coming profits of the oil tractor business.

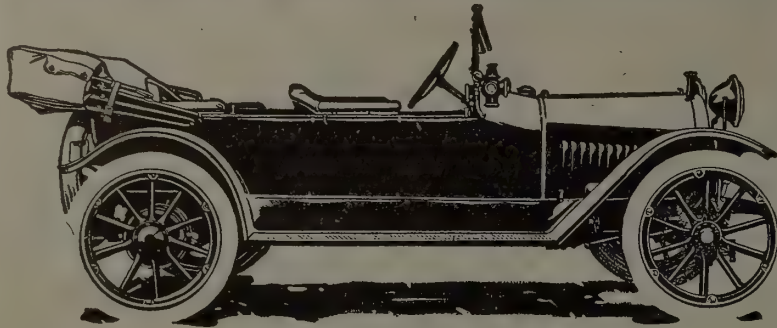
International Harvester Company of Canada Ltd.

WESTERN BRANCH HOUSES

Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

Hupmobile

"The Car of the Canadian Family"



Mark Well!

Every Hup owner you meet is a Hup "Booster." Isn't that fact significant—to you, we mean? It signifies, you know, that the Hup gives good service—and gives that service at lesser cost.

For that's the story thousands of Hup owners are telling all over the country. It's built so well it's sure to go well—and keep on going well. It's built so well it's worth more after long service, for Hups are known to command a higher second-hand price.

Get the Facts

Don't take our word for it—prove the thing for yourself. Ask any Hup owner. If you don't know one, we'll gladly refer you to a number. Then give us a chance to point out in the Hup the mechanical reasons for long and continuous service, for lower upkeep cost, for higher second-hand value.

We'd like to tell you, too, how we enhance Hup ownership by the kind of service we render the Hup owners.

Get all these facts before you buy a car—they're almighty important.

Joseph Maw & Company, Ltd.
112-118 King Street Distributors for Western Canada WINNIPEG

Bulldog Fanning Mills

THIS is one year when your customer cannot afford to market his grain without first cleaning it. The dockage due to dirty grain will more than offset, to any of your customers, the cost of a Bulldog Fanning Mill plus the expense of cleaning the grain. In addition the small grain and other valuable feed is saved by the farmer. The Bulldog is an asset to his equipment no farmer can overlook.

**Built in Three Sizes
Sieves 24, 32 and 40 inches**

Sold on an absolute guarantee to give entire satisfaction

Here we show our 40-in. Power Mill with Wagon Box Elevator. Will elevate grain into the wagon box or into a bin eight feet high. Especially adapted to large farms. These machines can be driven by either hand or power. We recommend and sell a

**Bulldog
Gasoline
Engine**

suitable for their operation.



The 40-inch Power Bulldog Mill

Our New Twin City Wild Oat Separator is a special machine for taking wild and tame oats out of barley. Nothing can compare with it.

Write for full particulars and prices of our grain cleaning machines

Twin City Separator Co. Ltd.
179 Bannatyne Avenue, E. Winnipeg

COMBINED GRINDER and HORSE POWER

**LARGE
CAPACITY
for POWER
REQUIRED**



The IDEAL Mill is specially suitable for the man who has no engine. It is supplied with or without the Horse Power attachment; two sets of Burrs are furnished free with each mill, either coarse, fine or medium. Gives best results with corn, oats, wheat screenings and grass seed. The power attachment will operate any type of small machine. **Write NOW for Catalogue and full particulars.**

OUR LINE INCLUDES

Sweep Grinders Horse Powers Grain Grinders 1½ H.P. Engines
Feed Cutters (seven styles) Wood and Pole Saws Farm and Bush Sleighs
Light Delivery Sleighs Roller Crushers Heider Eveners (all sizes)
Pump Jacks Root Pulpers Whiffletrees Barrel Skids Wheel Barrows
Channel Steel Harrows Bevel Jacks Push Carts Warehouse Trucks
Pulverizers Boss Wood Harrows Boss Steel Harrows Harrow Carts
Janesville Gang, Sulky and Walking Plows, Disc Harrows, etc.

"NO ONE CAN
GIVE YOU A
BETTER DEAL"

John Watson Mfg. Co.
LIMITED

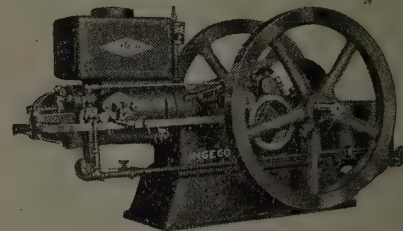
311 Chambers Street, Winnipeg

Economical Engine Power

That's what your customers require. Can you supply the demand that exists?

We saw it coming months ago. With our ears to the ground and alert to the needs of the future, we have not been idle. We heard the rumble afar, we planned to be ready when the demand came. Furthermore we wanted to make sure that when we offered you oil engines they would represent the very best—the simplest, safest, surest-to-run and easiest-to-sell oil engines on the market. Here they are!

The
"INGECO"
Throttling
Governor
Kerosene
Engine



For Farm,
Factory,
Foundry, Shop
and Mill,
from 1½ H.P.
to 7,000 H.P.

The time is ripe to introduce oil engines into your neighborhood—engines you can recommend and stake your reputation on—the kind that will help you to more business and more sales because they make good. That means "INGECO" ENGINES—handled by an institution that is not only financially solid, but enterprising enough to take an interest in helping you to make sales—giving you the kind of co-operation that really means something in finding prospects and landing the orders. By our extended mailing campaign we purpose to put our literature in the hands of every one in these Western Provinces who might want our lines. Do you want to share in the resultant business?

We are now ready to consider agencies for the "Ingeco" line of oil engines, and are prepared to make arrangements with live dealers. We guarantee consumption of kerosene with "INGECO" ENGINES not to exceed in quantity what it takes of gasoline to operate a gasoline engine—think of the saving in dollars in one year—in many cases the price of the engine. Why not secure our contract now while you have the opportunity?

Write us for literature and ask about our special introductory offer.

Burrige-Cooper Co., Ltd. WINNIPEG and REGINA
Address Winnipeg Office for Contracts.

CANADIAN FARM IMPLEMENTS

VOL. X., No. 11.

WINNIPEG, CANADA, NOVEMBER, 1914.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00.
Per Copy, 10 cents.



UNION BANK OF CANADA

Established 1868

HEAD OFFICE WINNIPEG

Paid-up Capital \$ 5,000,000

Reserve Fund 3,400,000

Total Assets, over 85,000,000

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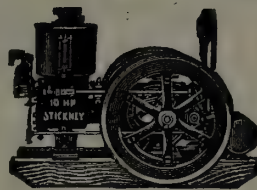
F.W. S. CRISPO, Superintendent of Branches and Chief Inspector
London, England, Branches 6 Princes Street and
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Head Office, Winnipeg

This Bank, having over 310 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

Winnipeg, Main St. Branch: D. M. NEEVE, Mgr.; Portage and Garry Branch: F. J. BOULTON, Mgr.

Stickney Gasoline Engines ARE THE BEST



We have the exclusive agency for the sale in Western Canada of

Stickney Gasoline Engines

The engine that is well known and well liked. All sizes in stock, also all repairs and extras. Write for particulars. DO IT NOW.

THE MAYTAG CO., LTD. Winnipeg

Feed Cutters and Pole Saws

Are Seasonable Sellers For You

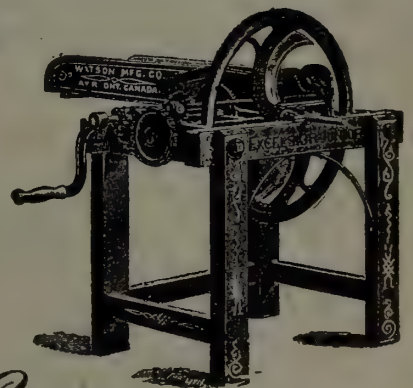


Hardwood Frame Pole Saws

made with three 5x6 inch pulleys, solid steel shafts and babbitted boxes. Rigidly braced hardwood frame: extra heavy flywheel. Total weight 325 lbs. Complete mandrels sent separately if required. These saws are sure sellers: they will satisfy your customers.

Watson's Feed Cutters

are made for hand, horse, gas or steam power. Supplied in seven styles and sizes, they cut hay, corn or straw perfectly. Capacity from 1 to 3 tons per hour. Chain drive; cuts from 1/2 in. to 1 1/2 ins. Knives are of special English tool steel.



We Carry a full Stock of Repairs for Moline Plows, Disc Harrows, Mandt Wagons, Manure Spreaders, etc.

Our Line leads in Quality and Variety. Send for our latest Catalogue. It will pay you.

John Watson Mfg. Co.
LIMITED

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BRADSTREET'S

Established 1849 Capital and Surplus \$1,500,000

Offices throughout the civilized world. Correspondence invited

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C. G. SCHAFFTER, Supt., Commercial Travellers' Building,
WINNIPEG, MAN.

Sell Wagon Seats



The Wagon Loaded

The dealer who supplies LLOYDS LOW-DOWN SPRING WAGON SEATS has a sure seller that is seasonable at all times. Our seats are adaptable to any Wagon or Sleigh Box. For your customers they dispel the dread of the long, weary drive home. Low-down they protect the driver from the wind and give him better control of his team.

COMFORT AND SATISFACTION

You can sell one to every man who owns a wagon. Order your next shipment of wagon boxes without seats, and give your customers the Lloyds Spring Seat. They take up no box space and are light, strong and durable. Write to-day for prices and full particulars.

"Lloyd's"—The seat for Western Wagons

WAWANESA WAGON SEAT CO.

WAWANESA, MANITOBA



Going Home



Canadian Airmotors

Canadian Airmotors

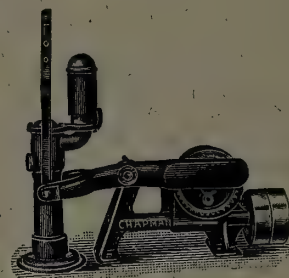
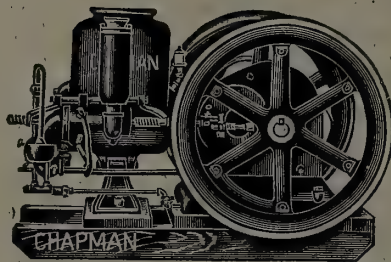
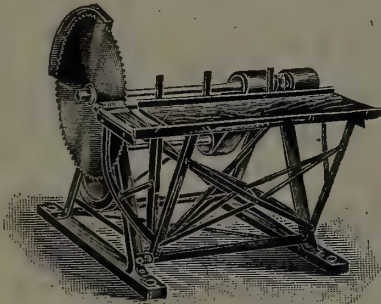


A MESSAGE FOR YOU

Increase the country's prosperity by handling nothing but **Made in Canada** goods. It means dollars for you.

Ontario Wind Engine and Pump Company's lines:—Chapman Gasoline Engines, Chapman Well Drills, Toronto Windmills, Pumps, Grinders, Saw Frames and Saws, Chapman Water Systems.

ONTARIO WIND ENGINE & PUMP CO., LIMITED
TORONTO WINNIPEG MONTREAL CALGARY



Better Farming Means Bigger Business

THE DOMINION GOVERNMENT points out the necessity for increasing our crop area and our production so that we may meet the inevitable demand for food-stuffs that will follow the European War. But we must have **BETTER FARMING** of the acreage we now have. Your customers can only obtain satisfactory results from satisfactory implements and machinery. In the **EMERSON-BRANTINGHAM** and **TUDHOPE-ANDERSON LINES** they will find a machine for every purpose.

"THE WINNER" SEPARATOR AND CLEANER

This is a machine which is absolutely necessary to the farmer who looks for results and profit from his labor. Do you want facts to prove its necessity? Here they are: On September 17 and 18, 1913, 2,035 cars of wheat were inspected at Winnipeg. Of these 95 were rejected for weed seeds. The amount of weed seed in a bushel of rejected wheat varies from 3 to 15 lbs. Take 10 lbs. as an average, and you find that one-sixth of the contents of the rejected cars was weed seed, equalling 15,833 bushels of useless trash. Calculate, if you care, the money lost in feed value, hauling and shipping this amount. With prevailing prices this year, you will be able to show your customer why he should own a "Winner."

In Three Sizes: 24, 32 and 40 Inches

No. 1 has a capacity of 30-40 bushels per hour; No. 2, 40-60 bushels, and No. 3, 60-80 bushels. Furnished with or without Bagger, we guarantee the "Winner" to have a greater capacity than any other Fanning Mill of the same size, and that it will do 75 per cent better work in all kinds of grain and seeds. Built of the best materials it is easy to operate and gives perfect satisfaction.

Write to-day for Full Particulars and Prices

Emerson - Brantingham Implement Co.

Sole Canadian Agents

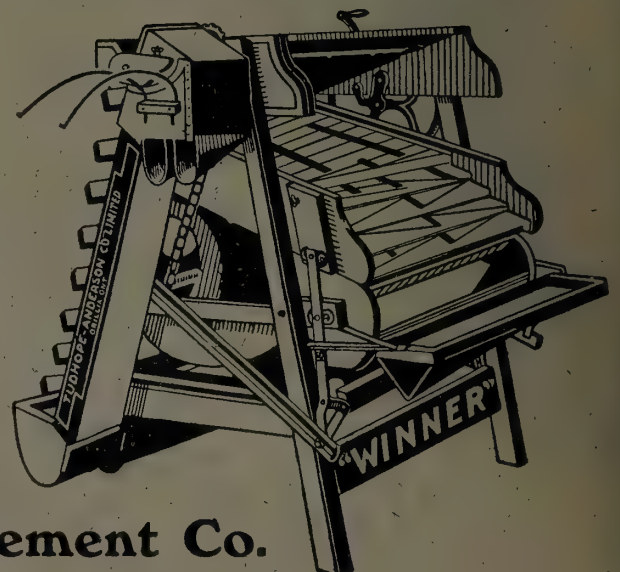
Tudhope-Anderson Co. Limited

WINNIPEG

REGINA

SASKATOON

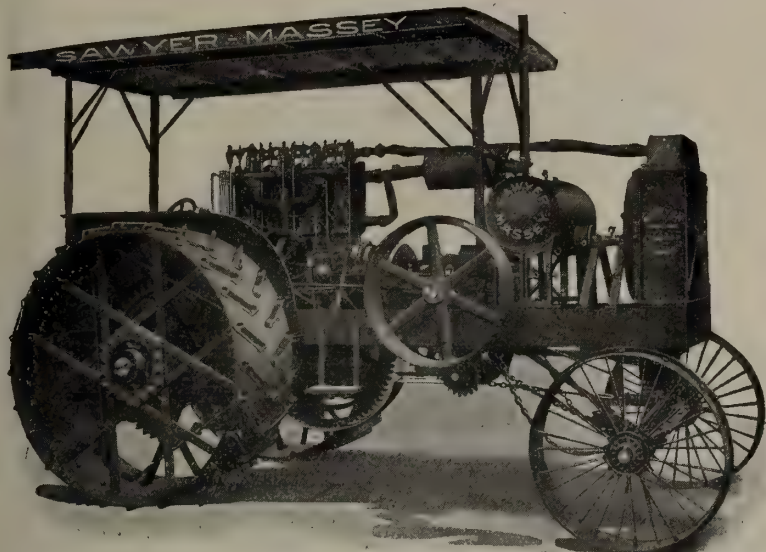
CALGARY



The Premier Company

The Premier Goods

With high prices for grain and the need for a large crop next year, there should be a good demand for farm power machinery. The market is there; you can get your share of business if you look for it. Investigate the SAWYER-MASSEY line now and increase your profits.



Gold Medal Gas Tractor

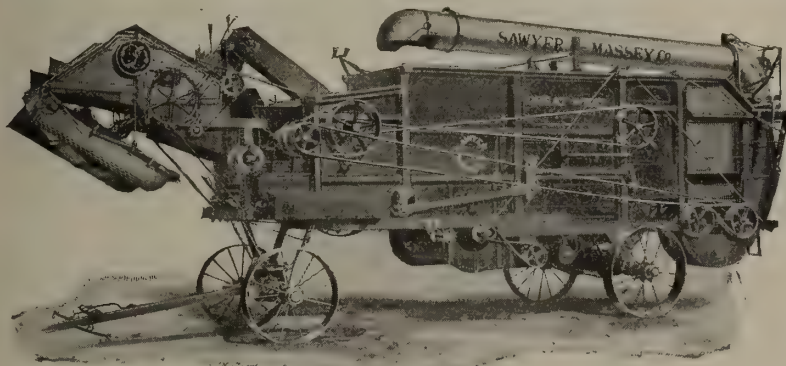
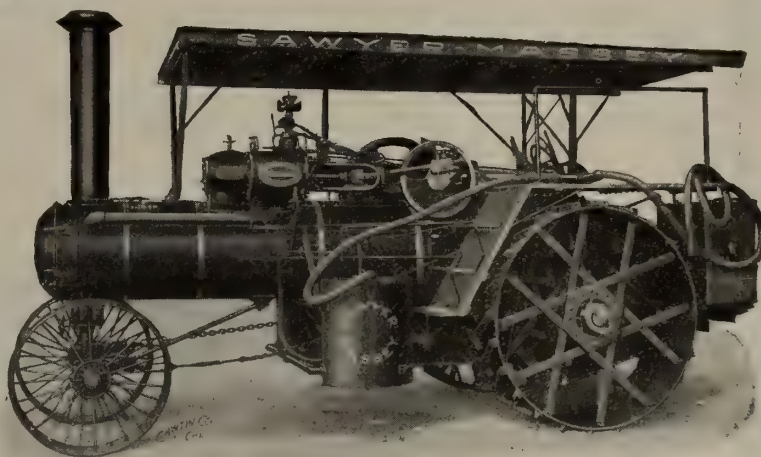
The SAWYER-MASSEY 25-45 h. p. Gas Tractor won the Gold Medal at the Winnipeg contest last year, and proved itself the best gas tractor in Canada. It outdistanced all competitors in economy of fuel and water, excess power, good plowing, freedom from penalties; and practically every other point of value to the user.

The result of the Winnipeg Contest only bears out the testimony of users of the SAWYER-MASSEY Gas Tractor throughout Canada. It is as efficient in actual work in the field as in the contest, and gives the greatest satisfaction to every user. There will be ready sales for this tractor this year, and it will pay you to handle it.

Steam Tractors

SAWYER-MASSEY Steam Tractors and Engines are the recognized standard of efficiency. They are famous, wherever known, for their easy steaming qualities and economy of fuel and water. They are correctly designed and strongly built from the highest quality of materials, and in efficiency, ease of operation and durability are unexcelled.

There is a complete line of SAWYER-MASSEY Engines of many styles and sizes, from a 30 h.p. portable to the big 115 h.p. tractor. They burn any fuel, coal, wood or straw. There is a SAWYER-MASSEY Engine to meet the requirements of every farm, and dealers will make money this year.



Complete Line of Threshers

There is a complete line of SAWYER-MASSEY Threshers also, with a machine of a size and style to fit the needs of every farmer and thresherman. The "Great West," the "Peerless," the "Daisy" and the "Eclipse" are famous throughout Canada, and are saving grain and making money for thousands of users.

The SAWYER-MASSEY Company was the pioneer in the farm power machinery field. We built the first thresher in Canada seventy-nine years ago, and have held the lead steadily ever since. Our unequalled reputation will be a big help to you in selling machines.

Write for our large Illustrated Catalogue, describing our full line of Farm Power Machinery

Sawyer-Massey Company, Limited

BUILDERS OF STEAM AND GAS TRACTORS, THRESHERS AND ROAD MAKING MACHINERY

Head Office and Factory: HAMILTON, CANADA

Branch Offices and Warehouses:

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REGINA, Saskatchewan

CALGARY, Alberta

Agency: Buenos Aires, Argentina

SAWYER~MASSEY

FOR BRISK WINTER BUSINESS

Push ADAMS Sleighs and BRANTFORD Cutters

"Winter business dead?"

Not for Cockshutt Agents.

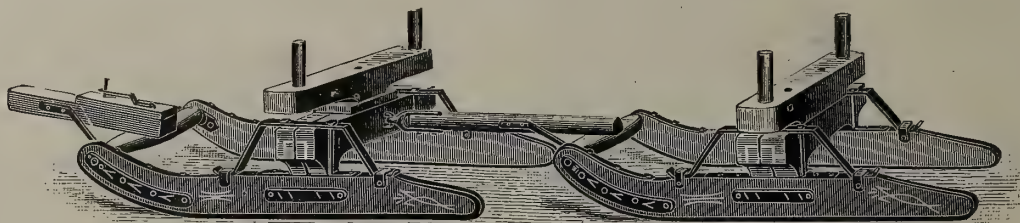
With **Adams Sleighs** and **Brantford Cutters**, they're selling right from the first sign of cold weather.

They're selling sleighs for ordinary farm work, for heavier teaming and for heaviest logging work.

And cutters that get both town and country trade.

Sleighs and cutters built by Canadians and for Canadian conditions.

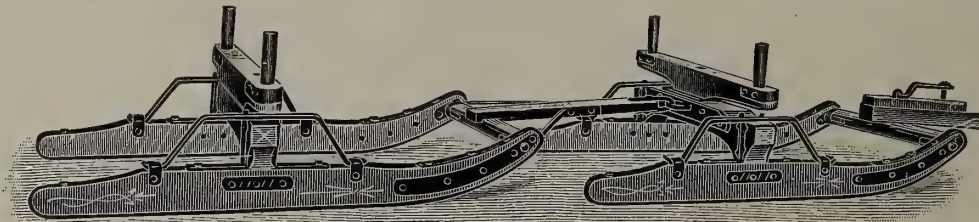
There is nothing better than them to be had anywhere, Farmers know it too, and go where they can be had.



Farm, Teaming and Logging Sleighs

For many years the name "Adams" has stood for the standard of excellence in the sleigh trade of the country. This year we are devoting more time and care than ever to keep them head and shoulders above all other makes.

The woods that go into them are carefully selected by our lumber expert; all are thoroughly dried and seasoned and then manufactured by the most modern machinery and equipment obtainable for the production of high-grade goods.



Sell Brantford Cutters

Because you have access to an assortment of styles that will enable you to fill any order.

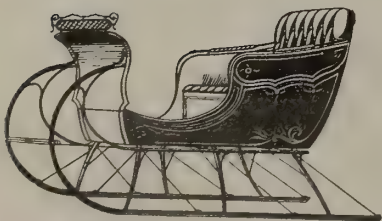
Because they're built only of the very best and selected materials—

And finished in a manner to do justice to their superior quality and strength.

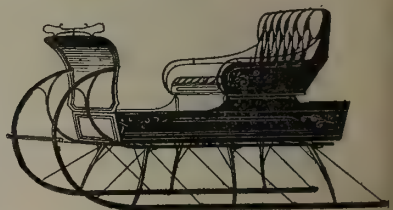
Because they're built for Canadian roads by men who know the peculiarities of Canadian conditions.

Because the name "Brantford" stands for Cutter Quality and is backed up by the "Cockshutt" guarantee of satisfaction.

Because they are popular.



Now is the time to get busy. If we are not represented in **YOUR** district—write us to-day for our special dealer's proposition. It obligates you to nothing—it may mean **MORE MONEY** from your business.



Cockshutt Plow Company, Limited

Western Branches: Winnipeg Regina Calgary Saskatoon

Distributing Points: Red Deer Lethbridge Edmonton Brandon Portage la Prairie

CANADIAN FARM IMPLEMENTS

Vol. X., No. 11

WINNIPEG, CANADA, NOVEMBER, 1914.

SUBSCRIPTION PRICE IN CANADA { Per Year, 1.00
Per Copy, 10c.

Dealers and Manufacturers' Conventions

The Retailer and His Problems

In this issue we devote considerable space to points brought up at the fifteenth annual convention of the National Federation of Implement and Vehicle Dealers' Associations, held at the Hotel Sherman, Chicago, October 13-15, also the annual meeting of the National Implement and Vehicle Association, held at the Congress Hotel, Chicago, October 21, 22 and 23.

The Federation Convention had the largest meeting in its history, both in the number of associations represented and the number of delegates present.

In his report Secretary Hodge covered the following features: Conference with Manufacturers; Standardization; Local Clubs; Travellers Assistance; Freight Audit Bureaus; General Benefits; Thresher Repairs; Co-operative Buying and Rural Organization Service; Farm Paper or Local Paper Advertising; Vehicle Warranty and Vehicle Trade; Urging Crop Increase; Better Buying.

Standardization was discussed at length, also the distribution of printed matter. The return of goods to factories and discount on repairs also came in for a great deal of attention. It is of interest to every dealer to think over the following extract from the report of the committee on resolutions, as follows:

"The successful implement dealer is a live wire, and the measure of his success is the service he renders to his community. He not only can make himself practically indispensable in the line of machinery and repairs, but he can be a friend to every farmer by his interest and help in promoting community welfare, securing better roads, diversified crops, improved seed, institute meetings, securing and directing farm advisers, encouraging better tillage, better stock and better care of implements and tools."

The father of the implement dealers' associations of America, H. J. Hodge, of Abilene, Kansas, who is secretary of the National Federation of Implement and Vehicle Dealers' Associations, gave a most interesting address on the above subject to the convention of implement and vehicle manufacturers which was held recently in Chicago. We regret that space renders it impossible for us to reprint Mr. Hodge's address in full, much as we would like to do so, consequently, for the benefit of West Canadian dealers we will cull a few of the leading points brought out by the speaker, who handled the subject as he alone can.

"The problem to-day," said Mr. Hodge, "most difficult to settle is how to make a fair profit on the business of retailing implements. The average dealer allows his mind to be agitated by the question—'Will my competitor maintain prices which permit a margin of profit over and above the cost of doing business?'"

"There is too much lack of confidence, and confidence is the highest standard of trade. Without it there is no true fellowship in trade or life. Honest methods make safe business and real men."

"Among matters which the dealer considers of paramount importance is the necessity of pursuing continually educational methods. We cannot disguise the fact that there is an element engaged in our business that is lacking in knowledge of modern mercantile processes. This is said without disparagement to this class, for it is recruited from walks of life that have made a study of business methods unnecessary, in fact impossible."

"There are those who think that our associations are organized for the sole purpose of compelling other branches of the trade to respect our

rights. If any here present have had this impression I need but refer you to the proceedings of our conventions. These show clearly that we are trying as earnestly to remedy the troubles for which we are responsible as we are to correct those which we lay at the door of the manufacturer. We are studying the business and trying in every way possible to stop the leaks."

"We are putting forth every effort to make the relations between manufacturer and dealer more satisfactory by advocating and urging the discontinuance of practices of which you complain. I refer particularly to:

"Unjust cancellation of orders."

"Deducting cash discounts after bills are overdue."

"Delaying settlements."

"Delaying reports of damage to shipments."

"Returning goods without order or instructions."

"Giving free repairs without regard to conditions of warranty."

"Making undue demands for expert help, and other matters of lesser importance."

We are urging members to give the best of service to their customers, to treat all travelers courteously, and are advocating that the rule of requiring settlements on delivery be adhered to.

Standardization

"The general movement looking to a reduction of variety and the elimination of many unnecessary sizes which has been started, as a result of our conferences will receive the support of the dealers. Dealers have no recommendations to make as to where the reforms should commence, whether on wagons or disk harrows, buggies or plows. This is detail which will be worked out by the committees of our respective organizations to whom the subject has been referred."

Dealers' Openings—Special Sales

"We are familiar with the methods employed by dealers to draw crowds and the inducements offered to sell the goods. I find that dealers are evenly divided for and against the profit of these openings. The cold truth is that so long as some manufacturers encourage dealers' openings by promising the help of special salesmen, giving special terms, etc., encouraging dealers to put on these sales, just so long will be delayed that reduction in distribution expense which you hoped would come from a cessation of this practice—one which has materially added to the cost of doing business."

Co-operation With Farmers

"Dealers are commencing to take an interest in the resources of the country. They see that if they can induce the farmer to try advanced methods that will enable him to raise more wheat, corn and other grains, use greater care in the selection of seeds and in diversifying crops and conserve the resources of the farm heretofore going to waste, they are building for the future of their own business. Many dealers are becoming interested and taking a leading part in the farmers' institutes, they study the farmer's problems and discuss them with him."

Farm Paper Advertising

"Many farm papers are excellent mediums through which to reach the user of implements. Well advertised goods are easier to sell, but when a dealer sees your ads. alongside those of mail order houses he wonders if you are not helping to build sentiment in favor of mail order buying."

"I do not recall seeing many of your advertisements that contained the statement 'Sold through dealers only.' This al-

ways looks good to the dealer and if more would adopt the plan of using it you would hear less complaint from dealers.

Cause of Failures

"The most prolific cause of failures among dealers engaged in the implement business is the fact that they do not maintain prices which afford a fair profit. The dealer who so far forgets the fundamental principles of business that he fails to provide for his overhead expenses when pricing his goods, is not a good credit risk, to say nothing of the hazard to a manufacturer's business.

Protection of Dealers

"What the dealer needs more than anything else is protection. You have helped him over the rough places; you have been lenient and have given him liberal terms—too liberal sometimes for his own good—but what he needs is to be given the retail trade unmolested.

"We feel that the consumers' trade is ours. If every manufacturer were to insist upon the privilege of selling direct to users where he has no contract agent, what would become of our calling? Through the dealer is your most economical channel of distribution, and he will continue to be just as long as you assist in making his business profitable. He needs every encouragement you can give him. When you interfere with his business by making an occasional direct sale you simply contribute toward his downfall. He forgets all about the cost of doing business, and offers his stock at any sacrifice, because he is discouraged."

At the close of his address the convention voted Mr. Hodge a rising vote of thanks for his excellent address, which was listened to with the closest attention.

From the Service Standpoint

W. S. Thomas, chairman of the committee on dealers' associations, outlined the standpoint of the manufacturer with relation to the dealer as follows:

"We recognize in the regular implement dealers our best route to the farmers. So far as agricultural implements and farm operating equipment are concerned, he is at present indispensable. Some local representative to serve every farming community, to learn the farmers' needs, to carry a reasonable stock of machines required, to put in a supply of extra parts, to be available to set up, start and keep in good working order the machinery he puts out; and for this valuable, necessary and continuous service this local party must be paid.

The dealer should carefully study the expenses of his business and guard against the unnecessary, for there is a strong tendency in the close competition of to-day to extravagance in securing trade. In fact, the consumer is so importuned through advertising, personal solicitation and various other means that he is demanding an excessive amount of service, not realizing that all expense must be reflected in selling prices.

We might suggest as a few of these points to be safeguarded in the matter of the delivering of goods, the instant responses for attention and experting on machines which have been in use some time, and not having proved in any way defective, but simply having gotten out of adjustment. Such expense should not be assumed by the dealer, for to-day the tendency of the farmer is to compare the prices of mail order houses and direct selling manufacturers who do not render any service whatever, with the dealer who in many cases is going to the

other extreme of excessive service, the expense of which must necessarily be added to his selling prices."

Distribution and the Dealer

In his opening address, the president, J. A. Craig, speaking from the manufacturers' point of view, commented on the cost of goods from the time when they are finished at the factory to the time they are handed to the farmer. In this connection he said:

"We recognize the retail dealer as our best agent for the satisfactory delivery of our product to the farmer, because as farm equipment becomes more and more complex some experienced personal attention is necessary in the interest of both manufacturer and consumer, consequently it is necessary that we should take him into our confidence in working out this problem, for we have been yielding to too many of his demands for special and expensive service, and also are blamable for suggesting some of these things to him.

"We have been guilty of creating too many agencies in a community and have not infrequently urged too many goods upon him, failing to realize that our products were not really sold until they have reached the hands of the consumer.

"Undoubtedly some of us have been guilty of making it too easy for him to secure more goods than his capital warranted and our indulging him by fixing the pay day for our goods too far in the future has been a contributing factor. Again, we may blame it to intense competition, but we have expended large sums in publicity, which perhaps might have been done quite as effectively at less expense, and we have not hesitated in our efforts to render him

prompt service by placing stocks for him to draw from at nearby points, the expense of which is many instances is at least questionable."

Vehicle Publicity

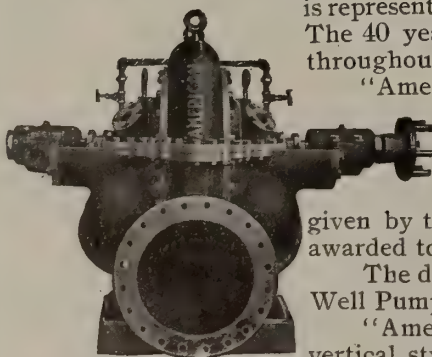
In an address to the Carriage Builders National Association, W. H. McCurdy made some very interesting remarks regarding the publicity given the vehicle business by carriage makers. "Even though carriage manufacturers contributed," said he, "five cents for each vehicle built by them towards a general publicity fund, and though these vehicles totalled half a million, the amount would only be \$25,000, a sum quite inadequate.

"Carriage manufacturers should spend four times as much in advertising as they have in the past five years. That they have neglected to do so betrays a condition of strange indifference or a lack of confidence in our industry which, if not promptly checked, will grow to a great loss. Advertising is no longer in the stage of experiment. It is a proven investment, and among the most successful men to-day must be included the large advertisers.

"A manager of one of our large cereal companies informed me that five years ago they spent \$50,000 a month in advertising. I inquired, 'Why don't you skip a month now and then and swell your profit account by that much?' to which he answered, 'We once tried that scheme and found our business decreased in proportion, so we concluded that our only way to maintain the volume of business was to maintain the advertising.'

"Again, suppose that our automobile industry, the rapid progress of which has staggered the world, had been as stingy with its

THE STANDARD BY WHICH OTHERS ARE JUDGED



is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness.

"American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

Agents Wanted in all unoccupied territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, ILL., U.S.A. Chicago Office, First National Bank Building



advertising as the carriage builders have been, then it would have taken fifty years to accomplish what has been done in twelve years.

"What encouragement have we given the implement dealers who handle buggies, and the straight buggy dealer, to order our buggies in carload lots? We haven't shown faith enough in his purchase of our vehicles to expend any money in advertising them, so what can we expect? I think that we are getting all that is due us; for I believe that \$7,500 would pay for all the advertising done in carriage journals by carriage manufacturers of the United States during the past year, whereas it should have been, in my judgment, five times that much. What shall we do? Sit and fold our hands and allow people entirely to discard the horse-drawn vehicle? Or shall we let the implement dealer know that we are still in business? The latter, of course, and to that end let us convince the dealer by our lavish expenditure for advertising in the journals appearing each month upon his desk, that we have faith in our own goods.

"The result will naturally follow that dealers will purchase more freely when our travellers call on them, and that finally having purchased stock, they will push sales with the farmer; moreover, the present time is most opportune for advertising buggies on two accounts; first, our neglect of advertising for the past few years has allowed many users of buggies to postpone purchases until tempting new styles and correct prices are offered to them; second, the depression owing to the European war will induce many purchasers to prefer the medium priced buggy to the expensive motor car."

Pneumatic Transportation of Material

It has recently been realized that it was of great economic importance to move low-grade materials, such as sand, coal, slag, ash and refuse, in some cheap and effective manner, and accordingly compressed air has been utilized for this purpose. The process has been so improved that coal up to nut size can now be handled, while dangerous and inflammable coal dust can be safely shifted.

This pneumatic transportation system employs compressed air or exhaust power to convey the material in tightly closed tubes, and for handling products where dust loss is possible, such as grain, malt and chemicals, has been found to be most effective.

Fire Losses and Finance

Especially about this time of the year do we find the fire loss in Canada attracting a deal of attention, owing to the coming of cool weather and shorter days. Furnaces and stoves are put into commission, while on the farm more work must be done by lantern light with its attendant risk. Everyone knows that when heating is discontinued in spring, pipes and chimneys should be carefully cleaned and inspected. Even were this done thoroughly before heating again becomes necessary, the risk of fire would be considerably diminished, but how often is this care shown by the average storekeeper or householder. Stove and furnace pipes should be detached and cleaned; corroded sections should be replaced, for many a pipe that looks perfectly good from the exterior is badly corroded inside from dampness. Chimneys should be well cleaned and all soot and ashes removed from the bottom. Brickwork in them should be attended to and spaces mortared up where necessary.

Where lanterns must be used hooks should be suspended from shelves or rafters at a safe distance from wooden walls, and a safe place should always be provided where a lantern can be placed without the danger of its being kicked over by the stock.

In 1913 Canada had a fire loss of \$26,346,618, or \$3.29 per head of every man, woman and child in the Dominion. On this basis, allowing approximately five persons to a family, the head of every family in Canada must provide \$16.45 to pay for his share of our annual national fire loss.

Truly that sum seems far too large, in fact almost unbelievable, were it not based on exact statistics. The census last year gave the number of employees engaged in manufacturing in Canada as 575,203. From these figures the department estimates that Canadian manufacturers, in 1913, paid out no less than \$8,475,089 to provide for replacement of property destroyed by fire.

Let us compare the Dominion with other countries, for instance, Germany. The per capita fire loss in Germany last year was only 33 cents, with a family unit loss of \$1.65 as compared with our unit loss of \$16.45. In a manufacturing sense she paid out \$651,075. In other words, Canada and Germany working side by side, and with the same number of employees, means that, owing to

our enormous fire loss, Canadian manufacturers must provide, in wages alone, for an additional overhead expense of \$7,824,014 to cover fire loss before we can compete with German manufacturers on an equal footing. Here in an industrial sense can be seen the drawback that Canada has to contend with, owing to a cause that could be remedied to a very great extent.

So far the writer has dealt only with our national fire loss, the drainage of wealth that effects Canada as a whole through fire. Let us look for a moment at one province, taking Saskatchewan for the purpose of analysis. In March, 1913, that province appointed a fire commissioner, consequently statistics are only available for the period April to December, 1913.

The number of fires reported in that brief period is 624, of which sixty-six were due to exposure from other conflagrations. The total loss amounted to \$1,328,981. Reckoning on this basis the provincial loss would be approximately \$1,722,000 for the year. In actuality insurance companies in the province paid \$1,271,083 in fire losses during 1913. Making allowance for uninsured losses, and insurance claims settled on a 60 to 80 per cent basis, the fire loss—\$1,722,000 is very near the actual sum.

Wood buildings, of course, suffered most, being 90 per cent of the whole. A summary of the principal classes of building affected shows as follows: Dwellings, 216; barns, 52; stores of all kinds, 51; stables, 30; livery barns, 21; elevators, 21. Figures are not available to denote the loss through fires in stores, but it must, of course, be greater in comparison than any other type of buildings. The most common causes of fires reported show: Overheated stovepipes, sparks, kerosene, defective chimneys and fire places, gasoline explosions, match, cigar and cigarette carelessness, etc. Lightning was the cause of 61 fires with a loss of \$30,043—a proof that the lightning rod at least merits more publicity than it at present receives. Exposed fires, 66, as above stated, meant a loss of \$99,668.

Here, then, is Saskatchewan alone, with a population of 650,000 and a fire loss of \$1,722,000 in 1913. This means a per capita loss for the province of \$2.72! This would mean an adult fire

loss of approximately \$13.60. If the factors that lead to that fire loss in one province were carelessness, negligence or ignorance, it seems high time that all over the West we were showing more interest in the matter of fire prevention. The Fire Commissioner of Saskatchewan is aiming at having a systematic inspection of hazards in all the leading cities, an extension of the principle to be later applied to towns and villages. Such a move should have every support from the general public—especially the storekeeper and business man.

Such is our condition, briefly stated, as regards fire risk. It would surely seem that no retail implement dealer could do better than see to the covering of his property by insurance. It may be that the dealer fully realizes the risk of fire on his premises, and guards against it. But the question is, does your neighbor take the same precautions? When his premises are ablaze all your care amounts to little! Every dealer, whatever the magnitude of his business, ought to carry insurance through the Insurance Department of the Interprovincial Retail Implement Dealers' Association. That "it is better to be safe than to be sorry," is an old and hackneyed saying, yet the truth of it no man can deny, especially as regards insuring his property against the immense fire loss we have annually in the Canadian West alone.

The Guarantee of Quality

Largely equivalent to proved quality as a buying impulse is guaranteed quality. The purchaser of a mechanical device gave the following reason for his decision: "I bought my machine because it was guaranteed, not for six months or a year, but permanently. The sellers evidently had put so much stability into it that they were willing to stand back of it for any length of time. Of course, I paid more than I might have paid elsewhere, but this I was very willing to do in return for such assurance as I received."

Such a guarantee is not possible for some classes of products, but it illustrates the ideal condition of manufacture and selling. The greater the degree of confidence the seller has in his goods, the larger his sales are apt to be and the less effort and expense required to make them.

The Advantages of Richer Cream

By Professor J. D. JARVIS

We produce herewith a few extracts from a very interesting pamphlet upon the above subject by Prof. Davis of the Department of Dairy and Creamery Improvement of the De Laval Separator Company. In outlining the loss to creameries due to the lack of butter-fat and defect in the quality of the butter manufactured, he states that beyond doubt the most important factor in the success or failure of a creamery is the density of the cream. Thin cream is chiefly responsible for the abnormal loss of butter-fat and quality of butter; hence the low price paid the patrons for the fat.

With the introduction of the hand separator the creamery industry became revolutionized. Nowadays the farmer keeps his skim-milk for feed and delivers the cream to the creamery. As time passed creameries abandoned their skimming stations to a very great extent, as is seen in Wisconsin, for instance, where there were 205 such stations in 1905, and only 88 in 1910. The number to-day is far below the latter figure.

With the increase in population the land values have increased. Ranching and grain farming are not profitable on high priced land because they remove soil fertility or plant food—each crop leaves the soil poorer. This is often called soil mining or “destructive agriculture” while dairying is soil building or “constructive agriculture.”

Thus dairying has been steadily

on the increase, and as above pointed out, this has been principally along the line of the hand separator system. Creamery competition has become very keen among the buyers of cream. The question of “quality” has however been neglected to a large extent.

Heavy cream means better quality of butter for four important reasons:

(1) Heavy cream does not sour so quickly as thin cream.

(2) Heavy cream means a smaller amount to be taken care of, hence it is likely to be more thoroughly cooled and receive better care.

(3) Heavy cream can be pasteurized in the creamery with less loss of butter-fat in the buttermilk.

(4) Heavy cream permits of the use of a larger amount of good starter.

The greatest economic advantage of heavy cream over thin cream is the fact that more skim milk is retained on the farm for feeding purposes; the cost of transportation is materially less, the benefit of which directly affects the patron. For every 103 pounds of butter-fat delivered to the creamery in the form of whole milk only 100 lbs. reaches the cream vat, whereas in the case of cream, all of the butter-fat delivered reaches the cream vat.

A proportionate loss to the creamery occurs in the case of the patrons who delivers 20, 25, 30 and 35 per cent cream against the

patron who delivers 40 per cent cream. Indeed, the relative difference will be even greater, because the loss of butter-fat in the buttermilk is almost invariably greater than the loss of butter-fat in skim-milk, because thin cream does not churn out as exhaustively as does cream testing above 30 per cent.

Under normal conditions 85 per cent of the whole milk is skim-milk and 10 per cent is buttermilk. If the average per cent fat in the skim-milk is 1 per cent and in the buttermilk 2 per cent, then the total fat loss in the milk delivered will be 2.65 pounds, leaving 97.35 pounds of butter-fat.

Up-to-date creameries receiving cream which is more or less sour follow the practice of pasteurizing the cream in order to improve the quality of the butter. If the cream tests low in butter-fat the losses will be excessive because the practice of pasteurizing causes the smallest fat globules to become imprisoned in the coagulated curd and hence lost in the buttermilk. The loss in the buttermilk due to this cause may run as high as one half per cent of butter-fat.

The capacity of a creamery can be materially increased by influencing the patrons to deliver a rich cream instead of a thin cream, because the capacity of the cans, cream vats, churns, etc., is measured in gallons of cream and not in pounds of butter.

Butter manufacturers are beginning to recognize that there is now a greater range in the quality of creamery butter than formerly, and they are making their quotations accordingly. Thus the pro-

gressive, up-to-date creamery is put in position to receive direct benefit for its efforts in the way of improving the quality of butter through improving the quality of cream delivered by its patrons.

A Portable Milking Machine

A portable milking machine is said to be very popular among the dairy farmers of Great Britain. It is made by a Scotch manufacturer and consists of a house on wheels and a set of portable stalls. The house contains a 3½ h.p. gasoline engine connected by gearing to a vacuum pump and a vacuum storage tank. Above the frame of the portable stalls an iron pipe is fixed just above the cows' heads, this being connected to the vacuum tank and pump by a flexible steel tube. The framework provides accommodation for twelve cows, the animals being held during milking by a sliding bar which grips them behind the head. Six cows are milked at once, and directly one is finished another takes its place. Each day the plant is moved to a different part of the field, so that the cows always stand on clean grass.

A Test for Milk

The following is a simple home test for dirty milk which it might be well for the housewives of Canada to apply. A perfectly clean funnel is used with a small piece of clean wire netting fitted in the neck opening and a thin layer of clean cotton batting on the wire netting. The funnel is stood in a large jar and a quart or more of the milk filtered through the cotton. The cotton is then removed and placed on clean white card to dry. If there is evidence of dirt upon it the attention of the milkman may be called to this direct evidence of careless handling and if trouble persists the local health authorities may well be notified.

Rules for Salesmen

The salesman has got to know more than his competitor.

It isn't enough to get along. Get ahead.

Tell the truth about your goods and tell it well.

The salesman is no stronger than his weakest point.

An asbestos face may help in the next world, but it is a calamity in this.

If you make all the profit you are a thief. If the other fellow makes it, you are a philanthropist or a fool.

The poison of dishonesty will put you down and out.



EMPIRE MECHANICAL MILKERS

The Dealer's Big Opportunity

A breeder of blooded Jersey cattle says that four men, with the help of the EMPIRE Milker, now milk his herd better and in less than half the time that seven men previously milked by hand. A breeder of blooded Holstein cattle says he would not take \$2000 for his EMPIRE Milker. You can see the wonderful field for you if you handle the EMPIRE.

EMPIRE CREAM SEPARATORS

run most quietly and lightly. The reasons are the ball bearing, the point bearings, the light bowl and splendid workmanship.

BALTIC SEPARATOR, \$15.00 and up

The most for the money in this moderate priced machine.

EMPIRE STA-RITE ENGINES

An engine so simple it starts right, runs right and Stays-Right. Always on the job—regardless of weather. No pump for Gasoline. Only three joints in the gasoline line, where others have fifteen to thirty.

THE EMPIRE CREAM SEPARATOR CO. OF CANADA, LTD.
TORONTO WINNIPEG

The World Supply of Wheat

On every hand the Canadian farmer is being exhorted to sow more wheat, to increase his wheat acreage. Of course a certain rabid agricultural publication points out that Canada's cry a few months ago was for mixed farming, asking wherefore this sudden change of agricultural policy. Such criticism is as usual made without due consideration of the facts that underlie the present situation of the world's wheat supply.

Many individuals in both Canada and the United States are, and have been in the past, treasuring an entirely erroneous idea of America's importance as a source of wheat supply for humanity. We hear men say that Canada and the United States can easily supply all the grain necessary for the world's consumption, and similar thoughtless statements. Let us briefly outline the facts that make our opportunity for supplying wheat more potent than at first sight may seem evident, facts collected by the Commission of Conservation at Ottawa which should make the wheat producer fully realize what an opportunity confronts him.

Europe leads the continents in annual wheat production and normally, raises **twice as much** as North America, her nearest competitor. She grew over one-half of the record-breaking world's wheat crop of 1913, doubling the combined contribution of Canada, United States and Mexico. European nations now in arms alone grew 42 per cent of the total 1913 yield, while the whole of North America produced only slightly over 25 per cent. On the reasonable supposition that shortage of labor, poor tillage, decreased acreage and other adverse conditions will reduce the 1914 wheat crops of European combatants by one-third, over half of North America's entire normal yield would be required to meet the deficiency.

Europe probably carried over into 1914 a fair surplus from her banner wheat crop of 1913. But what of this year's production? Russia's rosier prospects before the war never promised within 150,000,000 bushels of last year's total, and the war must have caused further huge decreases. Hungary and Italy, great wheat

nations, will show a combined shortage of 75,000,000 bushels, while India and Canada fall behind by 50,000,000 and 70,000,000 bushels respectively, as compared with the 1913 harvest. How will the deficiency be met? Canada's exportable surplus has been cut in two. The bumper crop of the United States will hardly offset the shortage of Russia alone. Consumption must decrease somewhat, but can hardly parallel the sudden shrinkage in production. Canada, United States, India, Australia and Argentina will find every bushel of their 1914 crop required in Europe next spring to meet the shortage of Russia, France, Germany, Italy and Austria-Hungary. If war is prolonged for six months, hindering seeding operations in 1915, the demand will be even more insistent in the spring and summer of 1916.

The moral to the Canadian farmer is simple. Grow wheat. Sow every available acre to a crop of which the world will stand badly in need in the coming months.

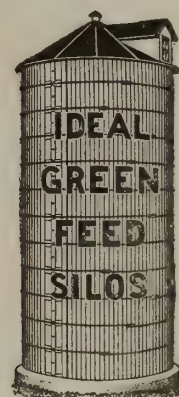
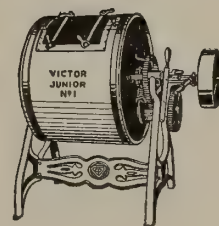
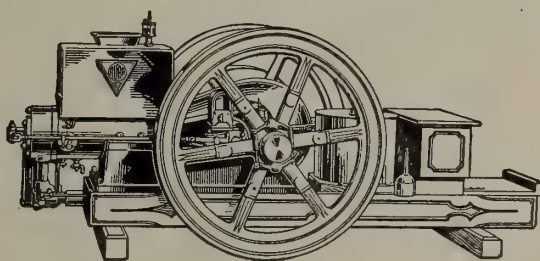
The following table shows the respective contributions of the ten leading wheat-producing nations to the record crop of 1913:

	Bushels.
*Russia	837,795,000
United States	763,380,000
*India	364,000,000
*France	319,373,000
*Canada	231,717,000
*Aust.-Hung.	226,311,000
Italy	214,407,000
*Russia in Asia	189,864,000
*Germany	171,077,000
Argentina	144,000,000

The countries marked with an asterisk are either directly or indirectly engaged in the war.

Separators not Self Cleaners

No one should place any confidence in the claim of separators being able to wash themselves by simply running water through them. Such claims are not made by men who have the dairymen's interests at heart. Washing a separator is not a very difficult task if done soon after separating. The water for washing should be warm, but not hot enough to cook the curd on any of the parts. If it is not convenient to wash the machine immediately after separating, the bowl at least should be taken apart and immersed in water. This will loosen all the curd and make washing comparatively easy. If the parts are scalded with hot water or steam after washing and left in a clean, sweet place to dry, no wiping with a cloth will be necessary.



The cream of the Cream Separator, Gas Engine, Dairy Supply and Silo trade goes to De Laval Agents.

DE LAVAL equipment is first, last and always high grade and dependable, and includes only such machines and supplies as are known to be absolutely reliable and "standard." You must buy right to sell right. De Laval bought is half sold.

De Laval Dairy Supply Co., Ltd. WINNIPEG VANCOUVER
MONTREAL PETERBORO

Largest Manufacturers of Dairy Supplies in Canada

Concerning Repair Costs

Both the user and vendor of agricultural implements and machinery usually remark upon the high cost of repair parts for any machine, the cost of the item seeming to be out of all proportion to the original cost of the machine. Usually the manufacturer is blamed for this state of affairs; you will hear it said that the prices for repairs are extortionate—a "hold-up"—etc. Yet the fact remains that most manufacturers declare they would be mighty glad to get rid of their repair department altogether. The repair department, beyond the service rendered customers, rarely, if ever, pays the manufacturer. It is the making of the complete machine that represents profits. Yet there must be some reason for the cost of repairs being so much more proportionately than for the complete machine, says Gas Review. The reason is that they cost more, the cause of this excess cost being as follows:

When an order for a certain repair part comes in it has to be acknowledged; an order is then drawn on the stock clerk who sees that it is properly entered, then he looks up the piece, if it is carried in stock, and has it packed and shipped. If not in stock, he has to hunt out the pattern, take it to the foundry and issue an order to have a new part made. Instead of going through the shop in quantity, like parts of the regular machines, it has to be made a special order and that is expensive. The filling of repair orders means keeping all old patterns with attendant storage costs, which mount up considerably in the course of a year. Often the repair part is for an old machine that the company has not made for several years and a new pattern has to be made. In this case the cost to the company is a great deal more than it charges for that particular part and the loss is charged up, naturally, against other parts that do not cost so much.

The clerical labor, postage, etc., is as great for a ten cent repair part as for an order for a hundred complete machines. The cost of carrying a large stock of slow moving repairs, the cost of storage of antedated patterns, the special work on old repair parts and the cost of billing and shipping a multitude of small parts and checking up to see that they are the right ones for each order, all costs money. It is evident when all these factors are considered that a manufacturer has to charge somewhat more for re-

pairs than what he gets for the same parts when bought in a complete machine if he is not to lose money in the transaction. We are not arguing that some charges may not be too high. Doubtless they are; all we desire to show is that it is unreasonable to expect to be able to buy a machine piecemeal and get it for the same price that you can buy the complete machine.

The Scythe Business

A great deal of the steel from which scythes are made is said to have come from German plants, and it seems reasonable to expect that next season scythes will advance in price. This will be largely due to the higher cost for raw products from which a future supply may be made. A point that Canadian manufacturers may not have taken into account is that the importation of Austrian and Galician scythes has now ceased. This will make no great difference to Eastern Canada, but in the West, where in many areas Austrian and Galician farmers are numerous, they invariably want the type of scythe to which they have been accustomed, and this model in many ways differs from scythes made in Canada or America. The quantity of these foreign scythes on hand is not large and it would seem that it would be worth while for manufacturers of scythes to consider this situation.

A New Tractor Feature

A new tractor, the Petro-Haul, is being marketed by Paschall & Co., La Porte, Ind. It is of the three-wheel type, two light wheels being in front, with a heavy driving wheel in rear. Plows can be attached as part of the frame, and owing to the peculiar design of the drive wheel it is claimed that this tractor can pull more than tractors twice its weight. In design this drive wheel is unique and worthy of analysis.

Instead of the outer surface of the driving wheel being provided with the ordinary lugs for holding the soil this wheel has twelve slots equally spaced, running crosswise of the tire. Through these slots the ends of adjustable spuds are extended or withdrawn as may be necessary. These spuds have their inner ends attached by pivots to the rim of a small wheel set within the large

wheel and mounted on an eccentric on the same main axle. With one spud arm rigidly attached to the inner, or spud, wheel, turning action of the power wheel is transmitted to all.

Because of the eccentric on which the inner wheel is mounted there is a continuous extension and withdrawal of the spuds through the slots in the tire of the outer or power wheel. By setting the eccentric at different positions this withdrawing action may be accomplished in any part of the wheel desired. Thus if great tractive power is wanted, the eccentric is turned down so that spuds have their full thrust at bottom of wheel; this gives an extension spud $3\frac{1}{4}$ -inch wide and 14 inches long thrust down deep into the soil. As it is cleaned by the withdrawal at the top of wheel and is forcefully thrust into the ground, it has the maximum of grip and push.

When necessary the eccentric can be reversed so that the spuds are extended at top of wheel and withdrawn at bottom, consequently the tractor can be driven over paved streets without damaging the surface. As the spuds are withdrawn through the slots they are automatically cleaned of soil every turn of the wheel. Each spud is 14 inches wide and at fullest extension projects $3\frac{1}{4}$ inches beyond the wheel surface. The eccentric for altering the projection of spuds is operated by a hand lever.

Producing Something

It is with the liveliest interest that we recently read a folder issued by the Canadian Credit Men's Trust Association. For 1915 that organization have taken for their slogan the good work-a-day phrase — "Produce Something."

Whether it is making two potatoes sprout where one grew before, or whether producing two orders for every order gained in the present year, this slogan is a good healthy attitude for the present situation.

"During the past two years the commercial atmosphere has been cleared and we never were in a better position to take advantage of our great possibilities," says this bulletin.

Our farmers owe less money.

Our retail merchants owe less money.

Our wholesalers owe less money.

Retail stocks of merchandise on hand were never less. We have

an opportunity to demonstrate our claim of being the granary of the Empire. Present profitable prices for live stock and all farm products will be maintained, and this country will be called upon to supply a very largely increased amount of farm produce.

Help to meet this demand and build up the prosperity of the country by urging every producer with whom you come in contact to properly prepare a larger acreage this fall, as well as next spring, and to equip himself in every way to grapple with the enormous demand that must, of necessity, arise as the outcome of the present European struggle.

If the lesson of the past two years has been learned, whereby the retailer and wholesaler have been taught to show greater caution and conservatism in the extension of credits, then the experience has not been in vain.

If each individual has been taught to concentrate his efforts on his own particular occupation, laying aside outside speculation in real estate, stocks, etc., then our recent, as well as present, experiences are of inestimable value and our credit standing considerably improved.

There never was a time when the co-operation of the wholesaler and retailer was more necessary for the advancement of the general welfare of our country than at present, and implicit confidence on the part of both will do much towards this end.

Our Buggy Business

I think that we as buggy men should protest against this idea that is being advanced by the automobile advertisers that the horse and buggy are on the toboggan.

In the first place it is not true. There are far more buggies made every year than automobiles.

In the second place it is an attack upon our business that we should not meekly accept.

In the third place it is encouraging an extravagance which is bad for the country at large and it especially hurts the fellow who takes the bait.

The buggy business is a live proposition and he who thinks it is a dead one does not read the signs of the times. The buggy dealer who slows up on his efforts is going to miss opportunities.

All indications point to a constantly increasing demand for horse-drawn vehicles for many years to come.

All buggy dealers should talk buggies; holler buggies. It is a live issue.—S. M. Piper.

The ANSWER

JOHN DEERE
MOLINE, ILL.
THE TRADE MARK OF QUALITY
MADE FAMOUS BY GOOD IMPLEMENTS

Careful field study shows why you see this trade-mark on so many farm implements everywhere.

The farmer's verdict is your answer.

For seventy-seven years there has been a world's standard, set and maintained by—

JOHN DEERE QUALITY



JOHN DEERE
MOLINE, ILL.
THE TRADE MARK OF QUALITY
MADE FAMOUS BY GOOD IMPLEMENTS

Needless Gloom-Spreading

From a hundred sources each of us can learn the motto of Great Britain while engaging in this her greatest—and we trust her last necessary war. The slogan reads: "Business as Usual!" While conditions in the United Kingdom may be scarcely up to the letter of that war-cry, we could do with a wide-spread adoption of that slogan throughout Western Canada. A prominent business man in Eastern Canada said the other day:

"While conditions in the East may be below normal they are infinitely better than is the case west of the Great Lakes where the scare fever seems to have afflicted too many business men."

It is our firm belief that ninety per cent of the present depression in business in the Canadian West is largely due to thinking war instead of thinking business. Were all of us to file away in our brains all thought of war during business hours we feel that the result would be a great stimulus to the business of this Western country. It should be no insuperable task to greatly lessen, if not to entirely eliminate, this useless calamity talk and tombstone trend of thought. Wars have been fought before in the world's history, and the world of commerce purged by bloodshed and useless waste of wealth and human beings, has forged ahead as before. Surely to keep business normal is to make conditions attain a plane of prosperity impossible so long as we lie down in the dark valley of doubt and gloom.

Some factor is assuredly to blame for this wave of pessimism, and there can be little doubt that the guilty factor is largely our daily press. Therein print runs in red head lines and metaphorical rivers of blood. Sensation-mongers pander to the sensationally inclined! Men spend hours in front of bulletin boards which could be better spent in carrying on their business confidently. "Extras," containing a wealth of imagination and mighty little fact, are pushed at a long suffering, credulous public so that the dailies may in some measure pay for the heavy expenditure necessary to the publication of daily war-press service. We largely live, move and have our being, not in Manitoba, Saskatchewan or Alberta but upon the blood-sodden battlefields of Belgium and France. We are more interested in the movements of General Von Slaughterlust than in the movement of our stock or



CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager
811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS
\$1.00 per year in Canada; Foreign \$1.25 per year. Single Copies, Ten Cents

ADVERTISING
RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, NOVEMBER, 1914.

the possibility of expanding our business next spring. Let us try to forget a whole lot of this war talk; let us try to go about business as usual, to instil confidence into our business intimates and those around us. That is as patriotic a procedure, we feel sure, as can be adopted by any unit behind the actual firing line of the Empire. A Chicago timber trade journal suggests that the newspapers should be pushed to make their leading pages less a debacle of blood and war. If they kept their first page more for current events and national happenings, such as are featured under normal conditions, a great deal of hysterical war talk might be eliminated. One cannot blame the standpoint of the newspaper man. To him a battle, and a few thousand men hurled by various painful means into eternity, is a "scoop." He deifies "live" news and two inch, red ink display headings.

Yet as we write we have before us various dailies published in Great Britain, and we find that there is no red ink scare heads, also that the main features of the war are kept in comparative seclusion on pages two or three, while three column headlines are the largest displayed. This may not apply to all British dailies, but there is little doubt that many have adopted this sane scheme for helping business to remain "as usual."

One cannot help but recollect the cool confidence of Sir Francis Drake as he played his game of bowls on Plymouth Hoe on that portentous day in the year 1588 when the Spanish Armada heaved up over the southern horizon. Hurriedly they came to him and pointed out the coming of the invaders. But Drake only stooped and sent another ball curling up the green:

"Time enough for that," said he, "let us finish our game, gentlemen."

What we require is a little more of the spirit of the long dead Drake. To finish our game—to go about our business—to cease a great deal of this daily study of struggle and strategy and to remain cool, confident and level headed, looking to the future when wars and rumors of war shall be but a memory to all men now engaged in business.

Losing Ground

Manufacturers and dealers make a mistake when they cease advertising because business is booming. It takes years of continuous hammering to build up a large trade, and advertising enters largely into every successful campaign. Stop advertising, and you commence to tear down what you have built up. Ground once lost can never be easily regained.

Looking Forward

We are rapidly nearing the end of another year, and with the close of 1914 comes conditions unparalleled in the implement business of Canada. Logically, in a season of good crops and good prices, we look for a good business in the following year. We can scarcely say that our crops in the Canadian West have been good, but with the existing prices for his product no farmer can raise complaint. In fact, a usual concomitant with a heavy yield is a drop in price; with an average yield the farmer now has a price he little dreamed would ever come to pass.

As indications are the European war will not end with the year—a positive assurance that Canadian grain will have an unprecedented demand, and at great prices, in 1915.

Our farmers fully realize their opportunity and the amount of fall plowing which has been done was aided by a long spell of excellent plowing weather. Every available foot of soil will be utilized to raise some grain crop for which there will be a demand. Already the prosperity of the majority of our agricultural communities has been greatly increased, and this condition will be further improved, granting a good crop next year. Farmers, therefore, have every inducement to try to raise a bumper crop; with future conditions so rosy that they will have little worry in deciding to add to their present equipment of implements and machinery. Cultivating a larger acreage requires additional equipment, and many will cultivate more intensively whatever acreage they may have at their disposal.

It would indeed be a hopeless pessimist who would not see in this world call for Canada's food stuffs an accompanying boom in the retail implement business. There will be a great demand for machinery of all kinds, a demand which the retail dealer should make every effort to be in a position to supply. There is, we must recollect, a vast difference between an unusual demand and an unusual trade. We can only hope for the latter if we are fully prepared to supply the former. No dealer should allow himself to be caught in the net of unpreparedness, or to be so pessimistic or lax as to allow his opportunity for a big business to pass by. Everything depends upon his attitude as a merchant—whether he will look forward for business that must exist, or will lie dor-

mant, laying in a ridiculously low stock through motives of so-called economy. Should the volume of trade for the retail dealers of Western Canada not be extraordinary in 1915 it will not be the fault of the farmer. The demand will exist; see to it that you can supply that demand by laying in sufficient stock, by advertising, by a systematic location of prospects, by being an aggressive and optimistic implement dealer.

Don'ts for Retailers]

Don't buy too heavily or unwisely.

Don't neglect collections.

Don't ignore notes, drafts or letters.

Don't extend credit unless the step is absolutely imperative.

Don't forget to insure your store or warehouse, or any other buildings. Insure live stock if you have any.

Don't talk with the calamity howling bunch. Our country is all right. Get busy, and you will get business.

The Personal Touch

We often recollect a certain implement and hardware store in a Saskatchewan town—a concern that some years ago did a very large business. The manager was a man who had a pretty big idea of his own importance in the community; he had that faculty of being hard to approach which some business men seem to think is a token of importance in their personality. While the business of the store went on, the manager was esconced in a private office, to which the customer who wanted to see him had to be led with due formality. The result was that many farmers drifted, with their trade, to the store further along the street where the proprietor was a hail-fellow-well-met sort of individual to whom every man was Tom, Dick or Harry.

This may be an extreme case, but we know that the years have shown that the policy of retirement did not pay that particular manager. He no longer runs the concern—the shareholders got rid of him somehow. Yet that man was in every respect a capable man in the hardware and implement line, a good accountant and system drill sergeant and a capable salesman, when he liked. But his policy of retirement damaged the business—he did not keep in personal contact with his customers.

There are many proprietors of

retail establishments who are too retiring. They let their clerks meet the customers, and when any point for settlement turns up the clerk acts as a go-between for customer and proprietor. This is distinctly a wrong attitude for the head of a retail store to adopt. While he may take upon his shoulders all the cares of management he should also make every effort to keep in personal touch with the customer. Often a chief clerk has a stronger personal hold on the trade than has his boss. When all is said and done the greatest difference between a re-

tail establishment and a retail establishment is the added work. What constitutes the evolution of the plow—the accepted emblem of agriculture. From the hand hoe that went in advance to the hoe that follows behind; from the forked stick to the wooden share; from the wooden to the steel share; from the steel share to the disc cutter attachment, then to the multiplication of shares and to disc plows, then to the application of mechanical power and the appearance of the mighty engine gang. Look at every operation on the farm to-day connected with planting, cultivating and harvest-

Personal

Frank Miles has bought out the harness business at Lethbridge formerly carried on by E. S. Pulley.

F. M. Wolford, Bladworth, recently sustained a considerable financial loss through fire on his premises.

The implement business of T. J. Boyce, Somerset, was recently destroyed in a fire that swept part of the town.

We regret to note that the implement business of Almer Sellstad, at Radville, has been destroyed by fire.

The firm of Kellar and Maize, Cadillac, are at present negotiating for the sale of their retail implement business.

W. Whitesides, who carried on a retail implement business at Leslie, has closed his warehouse and left that district.

B. W. Slack, assistant manager of the Calgary branch house of the International Harvester Co., has resigned his position.

The implement firm of Bowles & Munroe, Avonlea, has been broken up, one of the partners retiring. In future the concern will be carried on by H. D. Bowles.

E. W. McCullough has been re-appointed secretary and general manager of the National Implement and Vehicle Association by the unanimous endorsement of that body.

A recent incorporation in Minneapolis is the Minnesota Tank & Silo Co. The incorporators are J. W. Wilkins and E. Pennock, while the capital stock is \$50,000.

John Kittilser, manager of the branch office of the Moline Scale Co., Sherbrooke, Que. for the last four years, has been recalled to the main plant of the company at East Moline, Ill.

W. J. Strain, who carried on an implement business and a billiard hall at Simpson, has got rid of the latter, selling out to Arch. McGunigal. Possibly he will find that cultivators pay better than cues.

We regret to report that Sir Lyman Melvin-Jones, president of the Massey-Harris Company, was recently stricken by severe illness. At the time of going to press, reports state that Sir Lyman is on a fair way to recovery.

Geo. Harper, for years a buggy builder at Columbia City, Ind., has received a Canadian patent for the manufacture of his storm buggy. For several months the Auburn Buggy factory has pro-

When the War is Over

WHEN the War is over what plow or fanning mill, for example, will stand highest in the favor of the farmer? What engine? What range or furnace? What brand of soap, paint, stock food, and so on? The answer is: The make or brand that has kept itself constantly in the public eye DURING THE WAR—by means of advertisements in the trade and farm press.

Selling courage expresses itself in publicity. The withdrawal or suspension of advertising is a form of economy with a "back kick" in it.

Veterans and Heroes are the men who fight and keep on fighting.

tail merchant and a catalogue is that you can't shake hands with the catalogue! And the dealer who gets out of the habit of greeting his customers is starting a bad habit, and is losing the personal contact with the customer that is so great a factor in the success of any retail business in this or any other country.

Yesterday and To-day

When soil cultivation, that is stirring the soil for the crop's sake, began, farm machinery began, and has become a necessity. Human labor could not perform

ing, and there is scarcely one which is not fully covered by machinery.

Super-Enthusiasm

Some men are enthusiastic over their enthusiasm.

Others require something tangible before they become enthusiastic.

Some talk is all froth—a counterfeit of real enthusiasm.

Sit down and dig up something worthy. Figure out its usefulness—benefit to the other fellow.

Then your enthusiasm will take care of itself—it will be the genuine article.

duced his invention under the U.S. patent.

E. D. Hale, assistant general agent for the International Harvester Co. at Fargo, N.D., died October 17. Mr. Hale was only forty years of age and has been with the McCormick & International Companies for nearly twenty years.

W. S. Campbell, for several years manager of the Minneapolis branch of the Manson Campbell Co., has returned to the home office of that concern at Detroit, Mich. He will in future act as secretary for the company, with headquarters at Detroit.

We regret to report the demise of Homer M. Jones, head of the advertising department of the John Deere Plow Co., Kansas City, Mo. Mr. Jones was forty-five years old and was exceedingly well known and popular among the dealers of the western states.

Thomas Moffatt and Co., Viceroy, who carried on a hardware and implement business, recently sold the hardware section to E. B. McRory. Shortly after the deal was consummated he suffered a considerable loss through fire in his implement warehouse.

F. E. Kenaston, president of the Minneapolis Threshing Machine Co., has been appointed president of the Minneapolis Civic and Commerce Association, and also, along with C. C. Webber, of the Deere & Webber Co., a director of the Minneapolis Industries Association.

The McLaughlin carriage factory at Oshawa, Ont., is at full pressure with a force of nearly six hundred men. G. McLaughlin, vice-president and general manager, states that the policy of the company at this time is one of confidence and hopefulness. Aggressive plans are being pushed ahead for a heavy business in 1915.

John J. Woods, for several years general traveller for the Dain Manufacturing Company, Ottumwa, Ia., and later sales manager of the Dain Manufacturing Company, Welland, Ont., has been appointed assistant sales manager of the Appleton Manufacturing Company, Batavia, Ill. Mr. Woods is widely acquainted with the trade throughout the central and western States.

E. E. Lyday, manager of the Maytag Co., Ltd., Winnipeg, has just returned from a two weeks visit to the home office and factory of his company, which are located at Newton, Iowa. Mr. Lyday reports that the factory is running on full time producing goods for the 1915 trade. The

company are well pleased with their 1914 business, and look for an exceptionally busy season next year.

Philip J. Syms, of the Swedish Separator Co., Chicago, saw an interesting sight during a visit to the home office of his company in Sweden. That country had mobilized its army of about half a million men for the purpose of protecting its neutrality. Mr. Syms crossed the North Sea in a little navigation steamer which took a chance of the floating mines that are so dangerous to commerce in these waters.

A contemporary reports that the secretary of a well known Canadian cream separator and engine company, who have an American plant, has just returned from a tour in Western Canada. This gentleman, it is stated, was among the passengers held up to permit quick passage of Indian troops crossing Canada, en route for France. Although in the direct coast-to-coast route we have no authentic report of Hindu regiments passing this city—and we fear our western contingents, who are now in England, would object to be called "Indians." The Hindu troops, as a matter of fact, never saw Canada en route for France, and none of our native Indians have so far put on war paint.

Deal With the Home Merchant

The weekly organ at Pendleton, Oregon, had in a recent issue a little article that more or less appeals to the merchants of every community. Read it, clip it out and give it to the editor of your local paper. If he is a trade booster—and every local editor should be—he will publish it. Here is the article:

"Don't expect the impossible of your town and its merchants. Be sure first, before you complain of the goods and prices of home merchants, that you haven't had a hand in making it impracticable for our merchants to handle the kind of goods you want at the prices you can pay. Merchants are not mind readers, nor are they blind to their own best interests. If they haven't what you want they will get it for you at as low or lower price than you can get it anywhere else.

"They deserve to be given an opportunity to do so, anyhow; but if they do not deserve it, you will be doing yourself a bigger favor than you will be doing them to deal face to face with men you knew and that can be held personally accountable for their promises and performances. Try this for a rule of trading hereafter."

Points for Retailers

A retail merchant should study himself as well as his customer, and determine carefully what kind of a policy he can and will carry out with each customer, without such friction as will destroy trade.

There can be no fixed rules of proportion of book accounts to stock or total volume of business. A little attention should easily discover an amount of credit disproportionate to available capital.

Inattention to credits and collections is certain to bring about trying if not disastrous combinations with your own creditors. You have failed to reach standard if you have not at all times so planned and controlled your credits and collections that you are able to take your discounts.

Careful inventories at least once a year, and such a set of books as will enable you to determine quickly at all times cash, stock, accounts receivable and accounts payable, is absolutely necessary for the safe conduct of your business. Only thus can you insure accuracy.

Why Not Handle Harness?

In the small country town where the hardwareman may also carry implements, or where, in another sense, the implement dealer may carry lines of hardware, it is often found that no harness or saddlery is carried, despite the demand which must exist in every agricultural community. A writer in *Implement Trade Journal* points out, and truly, that no retail merchant is willing that any commodity for which there exists a reasonable demand should be purchased away from his home town.

Somebody must carry a line of harness, and clearly it is not applicable to the general store. This places it either in the hands of the hardware merchant or of the implement dealer, if the line is not being carried by some purely harness concern.

There are, however, as this writer points out, several reasons why it is no longer profitable to conduct an exclusive harness shop in the small town, and this is why we find the old-time harness shop rapidly disappearing.

In the old days when the harness maker was a small manufacturer and made all his harness, he was able to work constantly in his workshop, and was at least assured of his daily wage if he could sell his individual output, which was not difficult in hand work.

However, with the advent of the lock-stitch sewing machine and modern factory methods, this condition has changed and the small harness maker is unable to produce his harness as cheaply as he can buy it.

This places him in the position of merchant only, and aside from his repair work, eliminates the manufacturing end of his business altogether.

When we consider the extremely dull mid-winter and mid-summer months when he does practically no business, it is not surprising that he is unable to stretch six months' profit to cover twelve months' expense.

This condition more than any other will soon reduce the old school harness maker to the ranks of the cobblers and repair men, and leave the field clear for the retail dealer who pursues an aggressive policy.

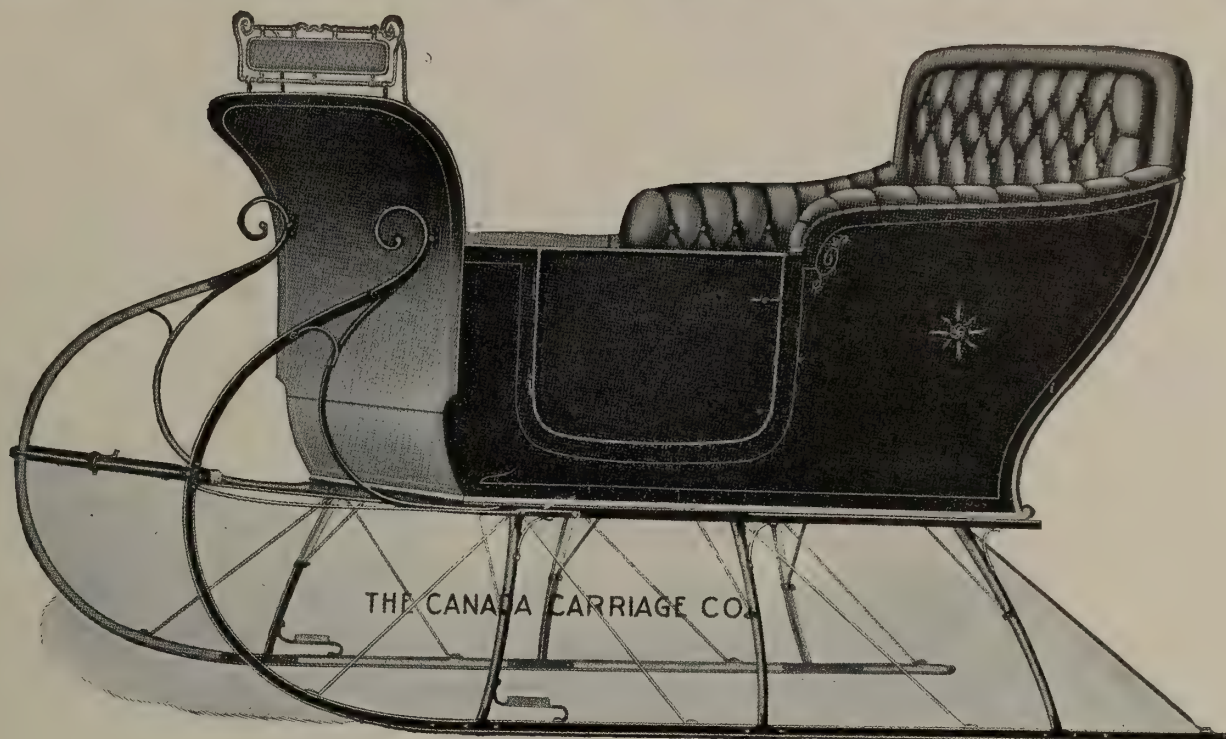
The implement dealer who decides to handle harness can treat his harness line as he does any other seasonable merchandise, pushing it to the front at proper seasons and devoting his attention to his other lines during the dull periods that exist in harness sales. The stock does not take up much room and it lends itself to store display in a way few lines do. When a man buys a new wagon, or a new buggy, he usually is in a receptive frame of mind for listening to arguments as to why he should not spoil the appearance of his horse, or horses, by having them attired in old and worn harness.

So far as direct profits are concerned the harness line becomes more profitable yearly. Consequently the merchant who does not like to see his customers send to the city for saddlery, or for the cheap and gaudy mail order trapping, should make an effort to supply his needs in this respect.

The percentage of investment to turnover is good, as the complete line of harness should be turned at least twice annually while four turns is not unreasonable to expect from the parts and accessories. This probably shows as much, or more, net profit on investment as does any line handled by the implement dealer. Handling a harness line does not require any great deal of attention, and many a retail implement dealer could profitably adopt this side line with benefit to his annual financial profits.

Don't base your claim for a living on the exploded theory that the world owes you one. The world owes you nothing but what you can pay for in some way.

Sell the Up-to-Date Line



No. 217. BROCKVILLE STEEL CUTTER

Selling a line that is recognized as being the most up-to-date, the leading line, is worth something to you. It means less effort in making sales. One Brockville Cutter will sell another.

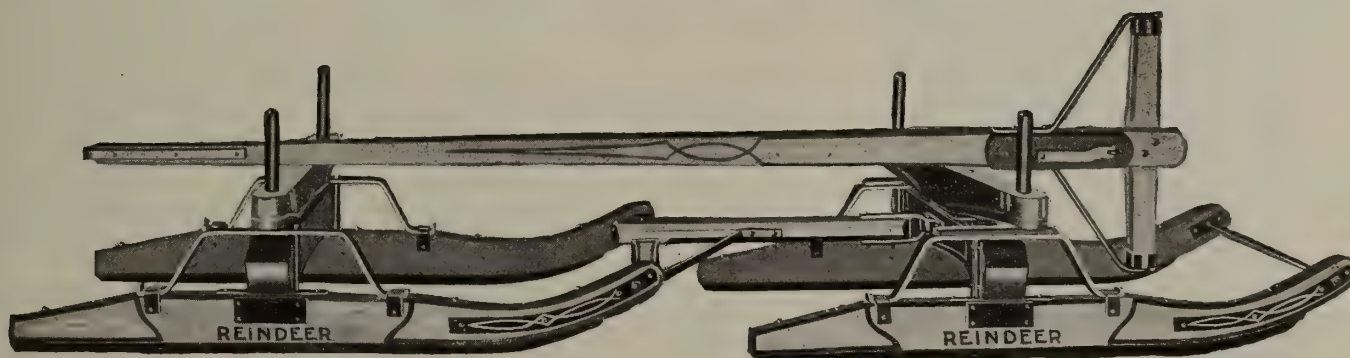
Brockville Cutters have always been recognized as first in quality, the most stylish and most comfortable. Now built with steel panel bodies, they are in a class by themselves.

Brockville Cutters possess every quality that your customers are looking for. The steel body construction is a guarantee of durability and lasting service. The steel panels will not warp or splinter. All these troubles experienced with the old wood bodies are done away with.

Your customers are looking for the best there is in the cutter line. The Brockville Steel Body Cutter will appeal to them. It possesses all the qualities that the critical buyer is looking for. WRITE FOR OUR 1915 CATALOGUE.

REINDEER SLEIGHS

Steel or Cast Shoes



BOLSTERS—Are furnished with stakes. Ends of same are ironed, fastened with bolts and rivets to protect ends of bolster from splitting.

ROLLER RODS—For tongue and reach are full length.

BOLSTER PLATES—Are large and made of steel.

START PINS—Are 7/8-inch, plates riveted to each side of runners to prevent start pins from splitting.

RUNNERS—Front inside end of runners plated so tongue and reach rollers, as well as rod holes, will not wear.

PAINTING—Orange red with very neat wide lines of black and fine lines of white striping. Well varnished and very much above the ordinary in smoothness and general appearance.

QUALITY AND WORKMANSHIP—Made of good, straight grained hardwood timber throughout; put together in a smooth, workmanlike manner.

Make sure of getting our 1915 Cutter Catalogue. Its the best ever published.
 —Show it to every one of your customers that comes in your store.—

John Deere Plow Co., Limited

Winnipeg Calgary Lethbridge Saskatoon Regina Edmonton

Vehicle Wheel Quality

The Carriage Builders National Association held a very successful convention recently, at which some excellent addresses were given. Louis H. Rogge, Dayton, Ohio, delivered a paper on "Vehicle Advertising," in which he trenchantly outlined a feature in vehicle advertising which unfortunately in many cases is a misrepresentation of the goods sold. This refers to vehicle wheels. Mr. Rogge said in part:

"Wheels for horse-drawn vehicles were originally made from the timber in young hickory trees of dense growth, which, for the want of a better name, was called 'Second Growth.' This young hickory was usually white in color—at least the larger portion of the tree was white, and it was soon believed that second growth all white hickory was the best material to use in the manufacture of vehicle wheels. The name 'second growth all white hickory' was therefore the name that was used by the manufacturer of the wheels, the buyer, and the user of them, to designate best quality. This name and the meaning of it was known to the public generally, and every man who had to do either with the making or use of the wheel, from the tree to the vehicle, understood that the term 'second growth all white' designated young, tough hickory of dense growth.

"Time advanced; the demand for wheels increased, and buyers owing to increased competition became insistent for a lower price. Consequently the wheel manufacturers took that portion of the stock that came from such small trees that did not grade as 'all white second growth,' and put it into a second grade of wheel, calling it 'B' grade, changing the name of the first grade to 'A'—and for some years—First grade or 'A'—Second Grade or 'B'—was the limit of grades.

"The demand still increased for cheaper wheels, and both the maker and buyer endeavored to meet that demand. The cutting of exclusively young trees was abandoned—larger and older trees that produced more spokes and rims to the thousand feet of logs were cut, and a Third, or 'C' grade was established. Even here the demand for cheap grade did not stop, with the result that today there are six grades of wheels A, B, C, D, E, also E with four piece rim.

"It can readily be understood that in making six grades, the wheel manufacturers must use in

the lower grades material that not so many years ago was thrown on the wood pile. This evolution of grades is not to be criticised—it was an honest effort of both the wheel and carriage manufacturers to conserve every part of the hickory tree, and to meet a legitimate demand for cheap carriages and buggies. It enabled the wheel manufacturer to work up considerable stock formerly wasted, and the carriage manufacturer was induced to buy it by the corresponding difference in price.

"Conditions have, however, reversed themselves," said Mr. Rogge, "the surplus, in fact I might say refuse, in an ordinary wheel factory to-day is the high grade stock.

"The manufacturer of buggies who uses an 'E' grade, four piece rim wheel on his buggies and sells them as such, bringing the cost of the buggy within reach of the man of small means, is entitled to as much respect as the maker who uses an 'A' grade—but the maker of cheap buggies who would buy 'E' grade, four piece rim wheels, and advertise them in his catalog as 'A' grade, who in short represents an 'E' grade four piece rim wheel as 'A' grade—does not deserve much consideration!

"The low grades have been made and sold away in excess of the timber run of the stock, and while it is true that the wheel manufacturers several years ago endeavored to call public attention to the various grades of wheels, it is also a fact that no earnest effort was made to correct the evil. Therefore, I feel that I express the sentiment of all wheel manufacturers when I say that the wheel manufacturers must bear equal censure with carriage manufacturers for the present unfortunate condition.

"Untruthful and exaggerated misrepresentation of this kind has worked, and is working, serious damage to the entire carriage business, and, as it is a mutual matter between us, it would seem to me to be a sufficient cause for action looking towards a correction of it.

"From the statistics compiled from actual shipments of 1,000,000 sets of wheels, less than one per cent were of 'A' grade—and less than 7 per cent of both 'A' and 'B' grades combined. I firmly believe that if it were possible to show to the user the exact number of vehicles sold with cheap wheels represented as 'A' grade, that there would be a

revolution in the results, and that then there would be a very marked increase in the use of the higher grades.

"It is quite evident that the manufacturer who uses an 'E' grade wheel and who advertises it as 'A' grade, has an advantage in his selling price over the one actually using 'A' grade.

"Is it not plain to you that this is one of the influences that is forcing the manufacturers of high grade work out of business, and driving their business into the hands of the manufacturers of cheaper work, being sold as 'A' grade—and is it not clear to you that there should be some action taken by the carriage fraternity and the associate trades to correct such a serious evil?"

Plow Works Elects Officers

The J. I. Case Plow Works, Racine, Wis., recently held their annual meeting, when L. N. Burns, general sales manager, was elected secretary of the company in place of H. M. Wallis, Jr., who will devote his entire time to the production and sale of Wallis tractors. W. M. La Venture was elected treasurer of the company, H. M. Wallis, Sr., president for many years, continues to act as chief executive.

Auto Agencies Appointed

The Breen Motor Car Co., Winnipeg, who handle the Studebaker line of autos in Western Canada, have appointed the following sub-agents recently:

Veum & Linden, Foam Lake; L. Johnson, Wynyard; Smith & Ferguson, Wilkie; Bride & Heivner, Macklin; Howard & Foley, Lanigan; J. G. Strong, Perdue.

Deere & Co's Output

The estimated output of Deere & Company's harvester plant at East Moline, Ill., for this year is 50,000 machines, an increase of nearly 20,000 over last year. Official reports from the factory state that the working force numbers 800 men. Even during the slack season last summer this plant kept at full pressure.

Keep Your Bell Ringing

One stroke of a bell in a thick fog does not give any lasting impression of its location, but when followed by repeated strokes at regular intervals the densest fog

or the darkest night cannot long conceal its whereabouts. Likewise a single effort in advertising—as compared with regular and systematic advertising—is in its effect not unlike a sound which, heard but faintly once, is lost in space and soon forgot.

Letting the Dealer Know

Telling him what's going on is a good way to win dealer co-operation. This cannot be accomplished by stuffing the mails. One of the best ways is to advertise through the papers that tell the dealer how he can do business better—his trade paper.

Straw Spreaders for Canada

The Manson Campbell Co., of Detroit, Mich. and Chatham, Ontario, who are represented in Western Canada by the Gray Campbell Co., of Moose Jaw and Winnipeg, have taken over the business of the Simplex Spreader Mfg. Co., of Kansas City, Mo. The majority of our readers are acquainted with the famous "Chatham" Fanning Mill produced by this company, and the latest addition to the Gray Campbell line should become very popular in Western Canada.

In a recent issue we described the Simplex straw and manure spreader at length, pointing out its many important features. By using this straw spreader and putting spare straw on the ground so as to increase the soil fertility it is claimed that the wheat crop yield can be increased by five bushels per acre.

The "Simplex" is an attachment that will fit any header barge or hay frame and can be attached to any ordinary standard farm wagon. The machine is offered upon a 30 days' free trial. Manson Campbell is known throughout Canada as an expert in agricultural economy; when he sees the benefits and the future of the Simplex straw spreader for Canadian farms every dealer can be assured that it is a machine which has come to Canada to stay, a part of farm equipment which will rapidly become an essential to Canadian agriculture.

The Empire Builders

Not only where the hungry wave
Reflects the wreck of crashing steel,
And naked seamen, grim and brave.
Fight on, from furnace-room to wheel:
Though these the Empire's bulwarks be,
The Empire is not on the sea.
Where'er endeavor bares her arm
And grapples with the things to be,
At desk or counter, forge or farm,
On veldt or prairie, land or sea,
And men press onward, undismayed,
The Empire builder plies his trade.
Robt. J. C. Stead.

When Considering Agencies

It is now the season for the dealer to consider the lines he will tie up to for the 1915 trade. With the gloom of unsettled conditions lying heavy upon them, many dealers are far too prone to be pessimistic at the present time—why we do not know. So far as Western Canada is concerned, we have more to gain than to lose through the present deplorable war—and the man who will make most out of the big business which will assuredly exist next year is the man who gives careful consideration to his contracts for the next twelve months.

In handling implements there is little doubt that price bulks large in the mind of many dealers, yet a thing of infinitely more importance than price is a well-defined and clearly specified territory. In signing up next year's contracts don't forget that fact. To have a concise knowledge regarding the territory which he will cover is as important to a dealer as is the fact of his thoroughly analyzing every clause in a contract. Many men buy insurance policies without reading in full their clauses, and in a like manner many men take contracts while they are remarkably vague concerning their instrumental possibilities.

The greatest problem at the present day, in every line of business, as well as in implement manufacturing, is that of economically marketing and distributing the product. Between the initial cost of production and the ultimate cost to the consumer lies the dealer, and with the dealer the contract is a unit in the problem of distribution. That it is necessary need only be pointed out by looking at the early days when the manufacturer of farm equipment had necessarily to trust to the honesty and integrity of the farmer for repayment for the tools whereby he hewed a home from the prairie. The machinery maker then waited patiently for payment, and while years have changed, and the farmer is in the vast majority of instances in a more solvent condition, to say the least of it, the manufacturer has still to be indulgent as regards credit. Yet those who supply the manufacturer with materials have eliminated the banking element from business. In this chain of circumstance the dealer must inevitably enter.

Possibly in the past many dealers have made the mistake of allowing themselves to be loaded up too heavily with certain lines. Overstocking is as bad a policy

as understocking. The man who can gauge most closely the requirements of his territory is the dealer who is most likely to succeed.

It is a point worthy of note that in the past six years the number of dealers annually passing out of business has been reduced by about ten per cent, and to this satisfactory condition we must attribute the increased knowledge of dealers concerning the cost of doing business. It is by no means unlikely that a reputable dealer in making his contracts can secure a fair discount on repairs, and this is a point which must be insisted upon before signing the contract.

Let every one of us recollect that the demand for implements makes the man, and the importance of the man is determined by the importance of his function. Responsibility develops personality, and the dealer possessing personality looks well into a line of goods before he decides to handle them. Experience has shown all of us that the advertised lines are the most profitable to handle, yet unproven goods must be analysed beyond the mere statements of publicity mediums. No dealer can afford to lay in goods that will lie immovable and become shopworn and out of date, neither can he afford to jeopardize his reputation by supplying anything but goods of quality and capacity. Judicious and carefully thought over buying means sales, and while any man can buy it is a different proposition to sell and to satisfy one's customers. As a profession the implement trade is coming into its own. Better business methods, better farming condi-

tions, have conspired to invest the trade with an importance that increases yearly, and each of us who engages in it have a duty, not only to ourselves, but to the entire business in the manner in which we carry on our interests from year to year.

Don't Sell Short

As a part of the British Empire we are at war, yet within our confines is peace. Business must go on, factory wheels must continue to revolve. There is something as bad as war for any nation, something that can be added to any war burden it may be affected by, and that is "selling itself short."

The quickest way that a nation can "sell itself short," says Stanley Clague, is to stop advertising our national confidence. Restrict advertising and you advertise your lack of confidence. Start the snowball of mental panic through lack of confidence and you will have an avalanche of depression that will equal the shrapnel-swept plains of Belgium. Advertising is the advance guard of prosperity, the beam of confidence that illumines the mental optimism of a nation.

This is the time for every red-blooded business man to be up

and attacking the forces of depression. Will you—even if it means apparent temporary loss—by your exhibition of confidence help to bring about a great new era in Canada's prosperity. It is a duty for the individual, to show confidence in confronting conditions as they are. Remember it is the coward who dies often, the brave man but once. Be confident and build for future business.

Those advertisers who, snail-like, draw in their horns before it becomes vitally necessary to do so, and thereby aggravate a situation already full of difficulty, will not find an easy path open to them when all apparent impediments are removed. Rewards await the adventurous and self-sacrificing such as the timid and selfish never found in the past and will never find in the future.

Not Negotiable

"I am sending you a thousand kisses," he wrote to his fair young wife who was spending her first month away from him.

Two days later he received the following telegram:

"Kisses received. Landlord refuses to accept any of them on account."

Then he wrote up and forwarded a check.

XMAS EXCURSIONS TO THE Old Country

Tickets on Sale
Nov. 7th to Dec. 31st

BOOK NOW!!

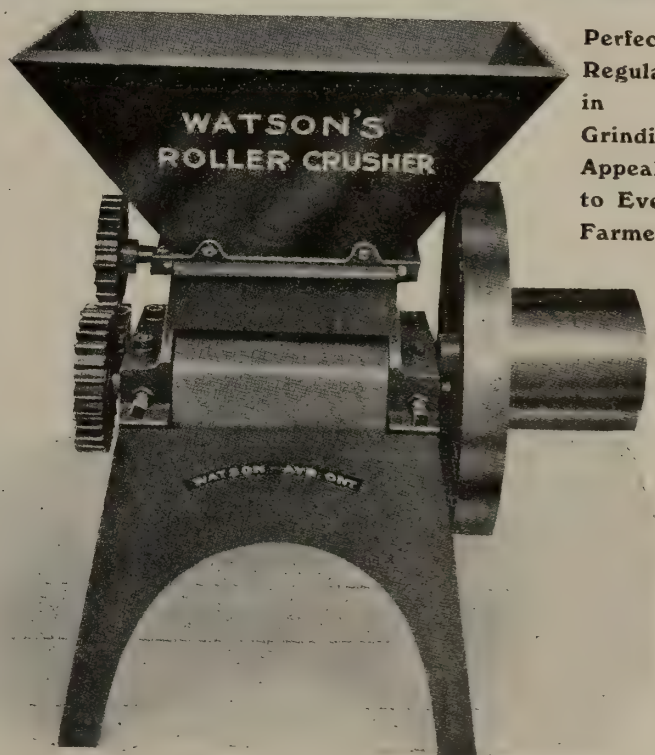
Limited number of sailings and you are therefore urged to arrange your reservations without any delay. Avoid being assigned undesirable accommodation or the possibility of not procuring passage on your favorite Steamer.

All Grand Trunk Pacific Agents have rates, sailings, accommodation and tickets. They will gladly place themselves at your service.

**GRAND
TRUNK
PACIFIC**

W. J. QUINLAN
District Passenger Agent
Union Station,
WINNIPEG MAN.

THE BEST MACHINE OF ITS KIND



Perfect
Regulation
in
Grinding:
Appeals
to Every
Farmer.

Grain is fed between two grooved rollers, which rotate at different speeds. Fineness of grinding regulated by two convenient set screws. Mounted on strong iron frame, fitted with heavy solid flywheel. Sizes of rollers 12 x 6 inches. Supplied with pulley for belt drive; can also be equipped with shaft and gear for horse power drive.

Write for Particulars and Prices

"No one can give you a
better deal."

John Watson Mfg. Co.

311 Chambers Street, Winnipeg

Cultivating Local Trade

It is usually a hard proposition to get a retail implement dealer who has done well to tell you just what principles he applied to running his business so that it was a success. The prime reason for any implement dealer's success, as outlined by a man who has successfully sold I. H. C. goods for fifteen years, is simply to choose a good line, stick to it and push it!

This dealer thought that the second essential to success was to make friends of the farmers.

"I made friends with every farmer for ten miles in every direction," said he, "and I also made friends of his family and hired help. You may think I am exaggerating when I say that I made friends with every farmer, but you will find if you visit my neighborhood that every responsible farmer for almost ten miles in every direction will tell you that I know as much about his farm equipment and his needs as he does himself. I spend very little time in my store, because I find that I can do more business and make more money by mixing with the farmers. If they are at work when I call, I pitch in and help. If they are having a merry-making of any kind, I join in and have as much fun as the best of them. When I am driving from one farm to another, I ask every man, woman or child that I meet walking on the road to hop in and take a ride."

This retailer was accused of doing a good deal of this for effect and just to get business, yet farmers found that he did not solicit business half so hard as his competitors. The dealer says that the farmers with whom he does business are his neighbors, the only ones he has, and he has to live in constant contact with them; consequently it is better for all that business should be done on a neighborly and friendly basis. And he carries his policy further. He makes friends with his competitors. Hard feelings and misunderstandings fade before the genial glow of a friendly chat. The words of the dealer in this respect are worth repeating. He said:

"I never could see where it put any more money in my pocket to knock my competitors or to try to keep them from doing business by doing something that was unfair. Anything that is unfair to them is unfair to me and will hurt me in time. I try to get them to play fair and it seems to work."

It is a good thing to have a

good line; it is good to be friendly with all your prospective customers, and it is good to pull well with your competitors. But no dealer—large or small—can afford to give a customer a chance to complain of the quality of the goods!

The dealer mentioned takes every precaution to keep his personality in the minds of customers. He runs a live advertisement weekly in the local paper; he keeps in touch with customers by phone and mail, practically every customer being the recipient of some publicity talk at least twice a month. This dealer reckons, and rightly, that advertising and postage stamps cost him less than the effort necessary to visit his customers personally—while it keeps him in touch with them so that they recollect him when an order is to be placed.

Keep Stock Moving

The owner of a small New Hampshire store was explaining the shelf worn appearance of some stock to an alert man whose chauffeur wanted gasoline. The two men, both nearly sixty, started in business with stores of about the same size. After forty years, one worries over stickers in a town of three thousand; the other controls a string of big New York department stores and takes long vacations during the summer.

"Profits," said the man who owned the small store, "large enough to cover the time, the rent and other charges I have spent keeping those goods make them too expensive for my trade."

"Here's my card," the tourist laughed as his driver signaled. "Maybe you'll recognize my name. I also keep shop—that's why I asked you so many questions. I sympathize with you. Perhaps you'll take a bit of advice from me. Get rid of that old stock at any cost. I fire out everything that stops moving. Hereafter, take losses as soon as stock drags."

"To-day success depends on rapid trading. Remember that you must make six sales in order to carry stock and secure a single profit. Shelf profits are not worth a red cent when it comes to counting net gains."

"I started with a store the size of this. The biggest lesson I ever learned is to consider January the important month and see that it doesn't show an inventory soggy

with shelf profits. If these ideas help, you're welcome to them, for that remarkable explanation of why some of your stock is musty will hereafter serve as a horrible example to my department managers."

Here were two ideas of profit—one of a storekeeper who really didn't know what the word meant; the other of a merchant who stood up for a sound profit says a writer in *System*. The New England retailer who adds running expenses to the cost of stickers, until they approximate the value of their weight in radium, partly typifies many distributors. All in this class hesitate about marking down stock until too late; a few agree absolutely with him and maintain that consumers owe them a profit on whatever they place on their shelves. The New Yorker's success came because he knew that a distributor is only entitled to a profit in return for the risk he shoulders and the talent he puts into his business. He undertakes, by using his capacity, to relieve consumers of the risk of not finding what they want when they want it.

Secrecy in Retailing an Error

What is there about retailing that you need to keep secret? If there is anything in your individual business that you are afraid to have the public know about, the chances are, that thing is not all it ought to be.

The cry for the elimination of the middleman was listened to by the people at large because they knew no different, and believed the loose statements of publicity seekers, that the middleman was responsible for the so-called high cost of living.

Now there is no doubt that the retailer is not responsible for that cost, and none knows it better than the merchant himself, who often has to figure mighty closely in order to make both ends meet.

This being the case, why not, in a quiet way, let your friends know that the difference between what you pay the wholesaler or manufacturer for an article and the money you receive for it is not all profit. Let them understand that there is such a thing as the "cost of doing business." Explain the difference between "margin" and "profit," so that they may have some understanding of the real situation.

There is no need to advertise the proposition broadcast, but

whenever the opportunity offers, explain things, instead of dodging, as you may have done in the past. But—

Have the information in really tangible form, facts and figures, so that you can, if necessary, back up your generalities with data that is uncontrovertible.

This information should be in the form of a condensed expense account for the previous year, showing what you paid for rent, salaries, heat, light, taxes, advertising and the hundred and one items that go to make up the expense of conducting a retail establishment. Use with this your gross sales for the same period and you will have something that proves that the business in which you are engaged is not all "beer and skittles."—*Hardware Trade*.

Care and Credits

From a situation that promised medium yields and low prices the European war has brought to the farmers of Western Canada an unexpected measure of financial prosperity. This fall—as in every fall—there are many dealers with a large amount of money to collect. Farmers will, in the majority of territories, have money to spend, and there is no reason why the dealer should not get what is owing him. Obviously, in the districts where partial crop failure occurred, extensions will have to be granted a great many customers, but let us leave the present problem of collections and look at the future.

The best way to evade trouble is not to look for it. The best way to evade poor collections and unsatisfactory business in the future is to watch credits more closely than ever before. By doing so the dealer will avoid trouble and will be in a position to buy more easily than usual; he will also eliminate the losses that come with over-extension. Farmers will have money to spend and there is no reason why they should not pay cash, at least a large proportion of them for whom the crops varied from average to excellent. Even in normal times the carelessness which too often accompanies the extending of credit is dangerous. At the present it is doubly so owing to the prevalent financial unrest. The greatest caution should be taken in granting credit, and every dealer should have some simple record whereby he can keep in constant touch with his accounts receivable.

A Simple Card System

The card system of book-keeping is one which should appeal to every implement dealer. Two aggressive partners in one of the Eastern States run their business books on a system which is at once simple and convenient. Every customer has a card which is filed in alphabetical order in an ordinary filing drawer. Every item of debit and credit, along with the terms, is entered upon these cards from the sales day book or sales slip. Also each card shows the rating of the customer—not exactly in the terms of a commercial agency, but by means of his individual record. In short the cards show in a moment how he has settled and paid in the past. Every time a letter or statement is sent a debtor, the date it is mailed is noted upon the card so at a glance the dealers can tell how many notices were necessary before payment was made. Here they have a concise record of the customers promptness in payment.

On all open accounts statements are mailed monthly. It is an easy matter to run through the cards and transcribe the accounts. By running through the system a clerk can tell readily which accounts are past due and which require immediate attention. The cards can be removed from the file, run over in a few minutes and attended to. This greatly reduces the time in scrutinizing the standing of any customer compared with the work necessary in looking over the individual accounts in a ledger. Time and money are saved by the simplicity and accessibility of this simple system, and it can be readily applied to the business of every implement dealer.

Purchase and representative accounts are kept in a ledger. To keep track of all discount dates, cards covering this item are filed in monthly order and every month the dealers overhaul them so as to keep in line. The dealers who use this card system say that much of the profit in their bus-

iness lies in the fact that every bill is discounted. As an effective system of accounting this simple card system can be recommended for the adoption of any dealer.

Horse Sense and Advertising Expenses

In these days when many business men are asked to advertise they hurl at the ubiquitous advertising man something like the following:

"Advertise! I should say not. Business don't exist. We can hardly meet expenses. What should we throw away money for with conditions in so dead a state. Come around a year from now and I'll talk to you."

Should the aforesaid advertising man call around in a year from date there may be a good possibility of his finding that particular business closed down—the manager gone to seek fresh fields and pastures new.

The question is briefly whether, when trade is dull, does it pay to sit still or does it pay to go after new business? No hog can feed himself without rooting. No business man can get business without digging for it. If trade is dull that is all the more reason why a man should advertise. How otherwise does he expect to draw to his store, or warehouse, what trade does exist?

There is such a thing as holding a cent so close to your eyes that you can't see a five dollar gold piece a foot away.

Advertising is not an unnecessary expense as so many merchants like to consider it. Rather it is an investment, an investment that properly made pays the biggest dividend any man could ask for.

If the retail merchant in the small town would only take that view point regarding advertising he would do a vast amount toward keeping the mail order

house from putting him out of business.

Down in a small town in Nebraska on a certain Monday morning a total of 19 mail sacks entered the post office. Each sack contained 20 catalogs from a big concern in Chicago. They were consigned to customers at that center and the postage on each catalog was 25 cents. This made a total of 380 catalogs in one day at a value of \$95. These catalogs cost the mail order concern approximately \$1 each to produce, that is, each customer was considered worth investing \$1.25 upon—to be returned a hundred-fold in future orders.

How many local merchants spend \$1.25 annually on each of their customers in advertising. Very few, we fear. And that is by no means all that the mail order house spends. It advertises in dailies, magazines, in every class of paper that will accept its advertisement. It makes money because it KNOWS that even though it spends \$3 per head annually upon each customer in an advertising sense that sum will be swamped by the returns in sales, directly influenced by the publicity investment. We only quote a Nebraska town as an example. The same happens in Western Canada every year, while dealers deplore the octopus grasp of the mail order business. Why not fight fire with fire and copy the methods of the big concern. It's no good yelling regarding lost trade while you refuse to accept a dead sure means of increasing your business prosperity.

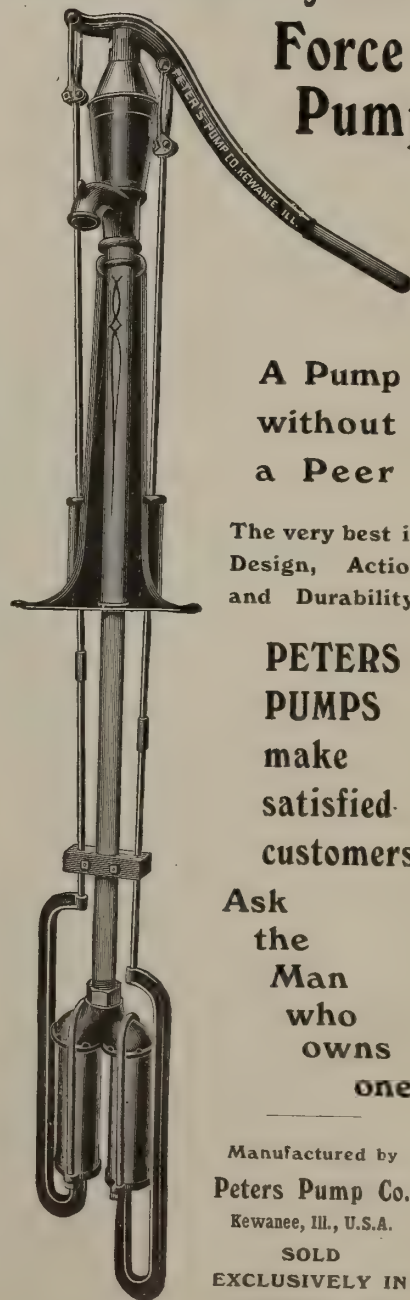
It is easier to drive some men to drink than it is to lead them away from it.

The Motorcycle on the Farm

For farm emergencies of every sort, as well as for the plainest farm chores, the motorcycle has a handiness all its own. Again and again in serious accidents it has brought the doctor faster than any other vehicle could have done and to a more inaccessible place, with a saving in minutes that has often meant the saving of life or limb.

For the countless breakdowns of farm equipment and the sudden needs for repair parts, tools, supplies, or expert help it is an ideal economizer of working time. With a willing boy and a motorcycle the missing part or necessary man can be brought distances with speed utterly impossible by horse travel. A motorcycle and an hour will often save a day's work for a large force in the field.

Peters Double Cylinder Force Pump



A Pump without a Peer

The very best in Design, Action and Durability.

PETERS PUMPS make satisfied customers

Ask the Man who owns one

Manufactured by Peters Pump Co. Kewanee, Ill., U.S.A.

SOLD EXCLUSIVELY IN CANADA BY

Tudhope Anderson Co., Ltd. Winnipeg Regina Saskatoon Calgary

Write nearest Branch House for Particulars

Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order

Brandon Pump & Windmill Works

Brandon Man.



FRAZER AXLE GREASE.



Not affected by Heat or Cold. Highest Awards at Centennial, Paris and World's Fair.

MANUFACTURED BY FRAZER LUBRICATOR CO., FACTORIES: ST. LOUIS, NEW YORK.

NICHOLSON AND BAIN, Agents, WINNIPEG, MANITOBA.

Three Dead Faces

The other day the writer looked at three portraits—set them side by side and reflected for a little on the lives of these three men who are now dead but whose names live on. One of the men was, in the public eye, infinitely greater than the other two, yet he never in all his life did an action that helped or bettered the condition of humanity. What were the names of these three dead men? you ask. They were John Deere, William Deering and Otto Bismarck-Schonhausen—commonly known as Bismarck—man of blood and iron!

Three faces—and behind each lay the soul of a man, the story of his life.

John Deere: A clear-cut aquiline face, high brow, prominent nose, firm chin, every feature speaking of strength of character, pertinacity of effort; a purposeful face that reminds one of the late Duke of Wellington. John Deere won no battle of Waterloo—but to-day his name lives as the man who gave to the world the steel plow. A thinker, a doer, yet a man of vision who looked into the ages yet to come and saw league upon league of the good black earth being turned over by gleaming steel shares. The plow—the emblem of waste places made to blossom with the fullness of nature—and with the plow will ever be associated the name of John Deere.

William Deering: A quiet benignant face, austere yet of impelling personality. A man who left one calling and made of another a success seldom paralleled. From the making of woollens to the making of harvesters—a long life of systematic effort and unswerving persistency lies behind that dead face. Behind his life lies a tale of obstacles overcome, disadvantages turned to good account, an ideal adhered to. A placid brow with deep-set penetrating eyes. A man with faith in the future of farm machinery who gave to the industry brains and money so that the farmers of the world might benefit—and with them all of humanity. The harvester and William Deering are synonymous, and the world will not readily forget.

Bismarck: That sequel to Napoleon, that war god of blood and iron. Look at his portrait. A heavy, almost froggish face, with projecting eyes and a thick moustache hiding a poor mouth. There he stands when analysed, just a beery, obstinate, dull man.

That was all he was—the commonest, coarsest man who ever became great. He aimed at nothing but Germany; Germany emphasized, indurated, enlarged. Not for the good of all Germans, simply for the glorification of his class—the military caste! Beyond that fanaticism he had no ideas; he was inaccessible to ideas; his mind never rose for a moment above the elaborate cunning of a bumpkin. Yet he was the most influential man in the world; no man ever left so deep a mark on it, because everywhere there were gross blusterers to resonate the Bismarckian policy. He trampled on ten thousand lovely things, and a million lives suffered by his actions. A nation offered its children to him; it sacrificed education, art, happiness, all its hopes, to follow the hellish clatter of his sabre. The monstrous worship of that dead fool's "blood and iron" passed on although he died. To-day, another and a greater fool, pursues the policy of Bismarck—to ride rough-shod over corpses, to stand in the eyes of men a world conqueror. Bismarck's dead spirit now walks abroad in devastated Belgium—a thousand parodies of his life lead the simple soldiery to the slaughter against the trenches.

What think you then, seller of farm machinery? Which of these three men least deserves praise or recollection? A day will come—and it is dawning now—when the world shall revere and honor the memory of the Deeres and Deerings, while it will curse the lives of men like the dead Bismarck and his prototype of Potsdam.

Handling Poultry Goods

When times get hard or the price of other food products advances, then, it is, as is shown by the past history of the industry, that people turn more to poultry raising than before. Thousands of shop men, clerks, mechanics and laboring men in cities and small towns then turn to poultry as a side line to help pay the "high cost of living." It is certain to be so again. However, because of this uneasiness, there is great danger of many fine flocks, which it has taken years to breed and perfect, being sacrificed this fall and winter. This war is causing feed to advance in price, but it will also cause eggs, poultry and practically all other foodstuffs to advance in proportion. What can

the dealer do to benefit by this increase in interest in the poultry business?

For the live dealer who wants to develop a trade in poultry goods, says a writer in Farm Power, the process is neither difficult nor complicated. First consider your territory and the competition that may exist in the supply of poultry goods. Consider the number of people in your district who are prospects, who keep fowls in large or small numbers. Classify your prospects, say under two heads: Farmers raising 50 to 100 fowls, and farmers raising 100 fowls and over. Classify your goods so as to supply the probable demand; one man may want foods only, the other incubators, brooders, etc. Advertise in your local paper, and be seasonal in your advertising.

For instance trap nests should be advertised in laying season; feeders in the little chick season, incubators and brooders in hatching season, etc. Of course there will be some demand for all of these things at practically all times, but there is always in every community a certain time of the year when the majority of the chicken growers are engaged in one particular kind of work, and the things used in that kind of work will be the logical things to advertise. Therefore, before writing any piece of advertising literature or advertisement, it is well to ask yourself the question, "What do the chicken raisers need most at this particular time?" The answer will usually give you the subject for a winning advertisement that will produce good results for you.

An Automatic Digger

George Krieger, Grand Rapids, Wis., has completed a potato digger which is drawn by one horse. This machine, it is claimed, digs the tubers, cleans them and hoists them into the wagon. An attachment will sack the potatoes. One man, whose sole work is driving the horse, is the sole attendant necessary.

Renewing Activity

The National Implement and Vehicle Association, through Secretary E. W. McCullough, recently sent a circular appeal to nearly 30,000 American bankers, trade and farm papers, business organizations, publicity agencies, etc., the letter being in the form of an appeal to aid the revival of industrial activity in that country. While directly addressed to the

American banker the desired results, says the secretary, depend quite as much upon the farmer, dealer and manufacturer doing their part. It says in part:

"The National Implement and Vehicle Association is composed of representative manufacturers and jobbers of agricultural implements and other farm operating equipment. This industry brings its representatives in peculiarly intimate relation with agricultural conditions not enjoyed by other industries, giving us a clear and accurate knowledge of general business conditions in the agricultural field."

Proceeding are outlined various reasons why general business conditions in America were in an unsatisfactory condition for some months before the European war, the effects of which caused a partial financial suffocation. The banker is appealed to as the business adviser of commerce, since in every community he enjoys a position of special responsibility, trust and power. This being so the following points are recommended for the careful consideration of the financial interests:

That the farmer who has harvested his grain should be urged not to speculate on the fluctuation of future prices. That the farmer of the South should diversify his crops, experience having shown that a one-crop country cannot continue to bring prosperity to its farmers. The great wheat states of the Dakotas are diversifying; the cotton states should do likewise.

Preparedness should be preached for the 1915 harvest. Care in seed selection, proper tillage and cultivation will bring increased crops to meet the increased demands. More intensive cultivation, quite as much as increased acreage, will bring prosperity to the farmers.

Increase the number of farms raising stock and thereby secure a natural fertilizer for the soil. Cattle, hogs and poultry mean ready money and bank accounts. All speculation should be discouraged, but the expansion of legitimate business should be encouraged in rural communities by reasonable extension of credit.

Just a Smile

There is no room for sadness when we see a cherry smile;
It always has the same good look—it's never out of style.
It nerves us on to try again when failure makes us blue,
The dimples of encouragement are good for me and you;
It pays a higher interest, for it is merely lent—
It's worth a million dollars and doesn't cost a cent.

Failure and its Causes

While it is interesting to note that in the United States within the past few years the number of implement dealers going out of business has been reduced by ten per cent, we can scarcely apply the same figures to the retail trade in Canada. Many dealers fail simply through biting off more than they can chew. A new town which promises to become a thriving center springs up, and a fairly well established dealer hastens to open a branch so as to "get in on the ground floor." The result can often be duplicated by the words of a dealer who recently filed a petition in bankruptcy. In the petition he stated that "as a result of his extensive operations he finds himself with uncollectible notes and accounts of such large amounts that he is unable to meet his obligations, and is compelled to take advantage of the usual legal resource."

In this particular case the debts of the dealer were three times as large as his resources. This man was, of course, a victim of over-expansion. Had he stayed in the old stand and conserved his energies, he would have been successful for he was a "hustler" and a high-class salesman. But his ambition got the better of his judgment. He could not give his personal attention to both stores, and probably was unable or unwilling to pay for the right kind of men to help him.

Analysing this case is to come to the conclusion that many a dealer has headed, or may head, the same way. Failure was not due to lack of business, for each store did a large volume of trade. The chief cause of failure was

that the business was not of the right kind. A large amount of uncollectible notes and accounts accumulated. They were uncollectible because the debtors are irresponsible parties to whom credit was extended without reasonable security. The men in charge of the two stores were anxious to sell to make a show. A spirit of competition between the stores may have existed, that we do not know. Anyhow goods were apparently sold indiscriminately, and nothing was required of the buyer but his promise to pay. The assistants may have been warned to accept no desperate risks, nevertheless goods were sold to purchasers who were, to say the least of it, absolutely untrustworthy.

The failure of this man, therefore, was not directly due to the fact that he operated two stores, but rather to the manner in which the stores were operated. Possibly the owner found it difficult to supervise credits, possibly he was blinded by a fictitious prosperity that was based on anything but proper business principles.

To look briefly at another cause of failure in the trade, let us consider the man who has been a farmer and who has figured that farmers need, and must have implements. Such men rush into the business with an entire lack of business training and expert knowledge regarding the goods. A man who has handled a plow may not necessarily know all that is to be known regarding the many types of plows on the market to-day. Yet the ex-farmer depends on his personal acquaintance with the surrounding terri-

tory; he backs that fact as a reason why he has simply to open a warehouse and wait for the rush. Obviously, at the present day, such a system will not win trade. Again the farmer is about the last man on earth who will admit the efficacy of advertising—notwithstanding "the hours he spent with thee, dear M.O. catalog."

When the stock is immobile as the Rockies, when the machines are antiquated and the bills unpaid, this type of dealer must give up and quit the retail implement business. He started under a false impression. He had not, in the first place, the general knowledge of farm machinery which is essential in every dealer. He had not the sufficient amount of business training to warrant his success, nor had he the initiative to grasp the salient points in the business upon which success depended. He drifted in—and he drifted out—and here, rather than in any other way do we find the "floating population" in the retail implement trade as it now exists.

a bad impression upon the dealer's customers. Consequently many dealers of experience have come to the conclusion that it is always a mistake to sell anything in the implement line at a low price, or at cost or under.

It is almost impossible to convince the farmer that the price is specially reduced for a good reason. Although you have lowered the price to absolute cost he still is of the opinion that you are making a profit, while the more you lower the price the more profit he thinks you have been making on the regular sale of the implement.

For this same reason, if a dealer has to contend with a competitor who cuts prices, the odds are all in favor of the price cutter. The farmer is confident that if the latter can sell goods at the cut rate price the dealer must assuredly have been continually carrying on a business which only was based on wholesale robbery of the poor but honest agriculturist.

The Danger of Low Prices

While it is a good policy at times for the dealer to clear out old stock at a low price it is often the case that the process leaves

The man is valuable in business, whether clerk, manager or proprietor, who can make his customers view the situation from the point that offers most encouragement.

The Improved Webber Separator and Cleaner



The best all-round Fanning Mill on the Market

Mr. Dealer This Angle Sieve Grain and Seed Separator is something entirely different from all other Grain Cleaners. It completely separates oats from wheat or barley, and is especially good on cleaning flax seed. Absolutely guaranteed to clean and separate any and every kind of grain not only better than that handled by any other cleaner but also faster. Lower than any other mill—easy to put in grain.

LET YOUR CUSTOMERS SEE THIS MACHINE

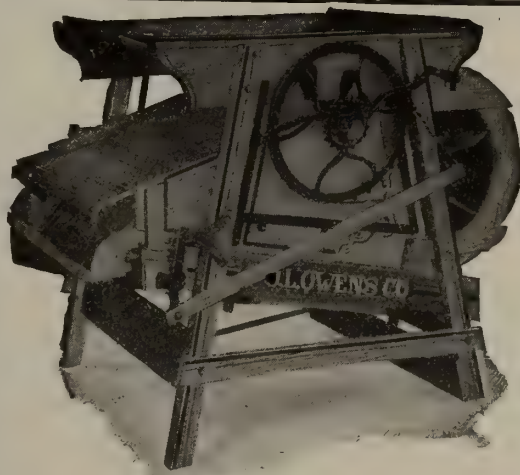
We are anxious to let you test the Webber for yourself. Let us send you a sample mill for 30 days, free trial. If you find it unsatisfactory, return it at our expense.

We also manufacture the Grain Growers Automatic Grain Pickler and the Just-Rite light weight, high power gasoline engine in 1 and 3 h.p. sizes: retails at \$35 and \$80.

SPECIAL TERMS ON FIRST ORDER. EXCLUSIVE AGENCY AND LIBERAL DISCOUNTS. GET OUR PRICES IF YOU WANT THE BEST

THE CURRIE MANUFACTURING CO.
LAUDER, MANITOBA

King of Wild Oat Separators



**THE OWENS
"NEW
SUPERIOR"
WILD OAT
SEPARATOR**

With our patented open and blank space sieves, it positively separates every wild oat seed, causing them to lie flat, and not up on end.

Patented Adjustable Wind Boards

are provided so that blast is always under control. Can blow out as much or as little as you like, making it a perfect oat cleaner and grader. The lower shoe is fitted with a cleaning rack that is adjustable, never touching the sieve, but just close enough to knock out any grain that gets stuck when going over the sieve. It is movable, working back and forth about two inches in opposite directions to the shoe. By this improvement the capacity is increased about 25 per cent.

It is Strong, Well-built and Bolted—Not Nailed

Our machine is built to clean any kind of grain and do perfect work. What the "NEW SUPERIOR" cannot do, no other can do. Exceptionally easy to operate, it will appeal to your customers. Made in Sizes 24, 32 and 42 inches wide, with or without bagger, and with power attachment for gasoline engine if desired.

WRITE FOR DEALER'S PROPOSITION AND FULL PARTICULARS.

Cushman Motor Works of Canada, Ltd.
289 Princess Street, Winnipeg

Care and Abuse of Farm Machinery

Recent investigations by the Conservation Commission reveal some very interesting facts regarding the effects of care, or neglect, as the case may be, upon the life of machinery on the farm. Between 90 and 95 farms, divided into three districts, were visited in each of the provinces of Manitoba, Saskatchewan and Alberta.

In Saskatchewan, out of 94 farmers visited by the Commission's representative, 76 leave all of their implements out of doors. On 73 of the farms, there were no implement sheds of any description. On 21 of the farms, sheds large enough to cover a part of the implements, were found, in most cases this being only a buggy or a democrat, but not on one single farm was the machinery all housed! Not one farmer was found who painted his implements to protect them from the weather!

In Manitoba only 14 out of 94 keep their machinery under cover during winter, while 44 claim to keep a part of it inside. On 34 of the Manitoba farms no provision whatever is made for protecting implements, and only four claim to have done any painting.

In the three districts visited in Alberta, mixed farming is carried on quite extensively, making more barn room available, so that implements are more likely to be protected, but even here, 37 out of the 92 visited leave all machinery out of doors.

In one district in Ontario where 40 farmers were visited, every man housed his implements during winter, although none of these men do any painting.

In the Ontario district visited where the implements are housed, the average life of the binder was found to be between 16 and 17 years. Many binders were seen which were in good running order after cutting 20 seasons' crops.

In Saskatchewan and Manitoba, where so much of the machinery is left out of doors, the average life of the binder is given by the farmers as about 7 years, which is less than half that of the binder protected from the weather. Many binders do not last as long as seven years.

One farmer near Moosomin, Sask., who, after 12 years, was retiring from the farm, held an auction sale. His binder after cutting 12 crops sold for \$80, or 50 per cent of the original cost, and his other machinery at proportionately high prices. It had all been well housed and the necessary painting and repairing

had been done to keep it in good order. On a neighboring farm a binder which had cut only three crops, but which had been neglected and had stood out of doors, was being relegated to the scrap heap and a new one was being purchased.

An implement shed costs money, but if its use will double or treble the length of time the machinery will last, it is a good investment. Farmers often say that they cannot afford to build a shed. The truth is, they really cannot afford to be without one. Apart from the additional power necessary for operation, the depreciation on unhoused machinery on the average sized farm is so great as to amount to much more than the cost and upkeep of an implement shed. The binder works for only a short time during the year, while machinery in a shop works the whole year through and lasts proportionately many times longer. It is simply a matter of care. The life of a machine extends in direct ratio to the care it receives, and abuse and neglect will shorten the life of any mechanism. The manufacturer or dealer are not responsible for the care of the machinery after it is sold. This rests entirely with the farmer, and as a common-sense business proposition he should look after his own interests sufficiently to house his implements and thus save the thousands of dollars wasted annually in unnecessary depreciation.

There are upon the market several types of implement sheds some of which are excellent in design and remarkably low in price. By their sale the dealer can give a great benefit to the community, for the farmer who consistently takes care of his machinery and implements is, from the business standpoint, a better credit and a better man to deal with. As we said before the cost of such sheds to the farmer is as nothing compared to what is saved in reducing the annual depreciation on his machinery. It has too long been an eyesore when one traverses the Canadian West to see plows, discs, binders, etc., left lying in the field at the mercy of the elements. Intense frost, wet or even sunshine, have got a ruinous effect upon farm machinery which could be nullified by the use of a good implement shed.

Many a man who talks like a war hero gets his meek little wife to interview the janitor every time he thinks it necessary to register a kick.

Implement and Vehicle Trade in U.S.

A detailed statement was recently made public of the implement and vehicle trade of the United States for the fiscal year ending June 30. During the year the exports of implements amounted to \$31,965,789, compared with \$40,572,352 a year ago. Of the countries now at war, France took implements to the value of \$4,149,521; Germany \$3,215,769; Russia, \$6,495,570, and Great Britain \$1,100,272. Other sales were as follows:

Canada, \$3,074,664; Mexico, \$179,014; Cuba, \$203,961; Argentina, \$4,344,886; Brazil, \$231,698; other South American countries, \$833,457; British Oceania, \$1,180,250; Asia and other Oceania, \$808,139; Africa, \$1,703,108. The heaviest losses, as compared with the preceding year, were with Germany, Russia, Canada, Mexico and Argentina, while the trade with France and Africa showed a substantial gain.

The export of buggies for this year amounted to 7,831 jobs, valued at \$537,168, compared with 13,737 jobs, valued at \$902,541, the year before. The largest buyers were Argentina, which took 3,837 buggies, and Canada with 1,935.

Foreign sales of wagons for the year were: 18,883 wagons, valued at \$1,121,386, against 22,248 wagons, valued at \$1,439,330, the preceding year. The best buyers were Canada, which country took 7,132 wagons, Argentina with 7,074 and Uruguay with 1,207.

She Understood!

A St. Paul woman recently engaged the services of a Swede girl as a domestic. The girl asked her what had become of her son.

"He has just returned to Yale," the mistress replied, "and I feel lonesome without him."

"Ay know yust how you feel," said the Swede servant. "My brother, Hans, has ban in yail three times since the Fourth of Yuly."

An Interesting Report

We recently received the fifth annual report of the Commission of Conservation, and it is one of the most interesting Government publications one can peruse. The activities of the Commission with respect to, waters and water-powers, minerals, public health, agriculture, fisheries, and fur-bearing animals and forests, etc., clearly and succinctly indicate the

number of problems with which the Commission have grappled. Especially interesting are the water-power surveys carried out in Western Canada, and the sections on housing and city-planning. The report contains many excellent photographs and should be of the greatest interest to every Canadian who is interested in the conservation of our natural resources.

An I H C Demonstration Farm

Near Borea, Wis., a small station on the Soo line, a tract containing more than 300 acres is being cleared by the International Harvester Company. The harvester concern owns other tracts in the vicinity and are preparing a large demonstration farm where I H C implements will be given thorough practical tests in operation and capacity.

Satisfying the Customer

When the competent dealer who thoroughly knows his goods sells a machine to a customer, the latter, if thoroughly satisfied, subconsciously becomes a booster for the dealer, and in the course of a year is the direct cause of several more machines. The purchaser is impressed by the exclusive and serviceable features in the machine and he is, of course, always ready to show it to his neighbors and to explain its advantages. By a repetition of this process he becomes a remarkably efficient salesman for the dealer, since the other farmers feel that any statements made concerning the machine are unbiassed since the owner has no axe to grind. Satisfy your customers and you will find that they are potent factors in increasing your trade and prestige in the farming community.

Mainly About Mistakes

The trouble with the man who never makes mistakes is that he doesn't know a mistake when he makes one.

He who never makes a mistake never makes anything.

Get wise when you make a mistake; the only crime in making a mistake is making the same one twice.

Wise men make mistakes; fools continue to make mistakes.

Dead men never make mistakes.

A thought of one's own mistakes will soften criticism of others' mistakes.

Sell This Popular Combination



Across thousands of Western Canadian acres International Harvester oil tractors thriftily pull Oliver tractor gang plows, turning the soil over smoothly for the raising of record crops. On many more thousands of acres shrewd farmers are at work with Oliver horse-drawn plows.

The most profitable time in the year for the I H C local agent who sells

Oliver Plows—Tractor and Horse Drawn and International Harvester Oil Tractors

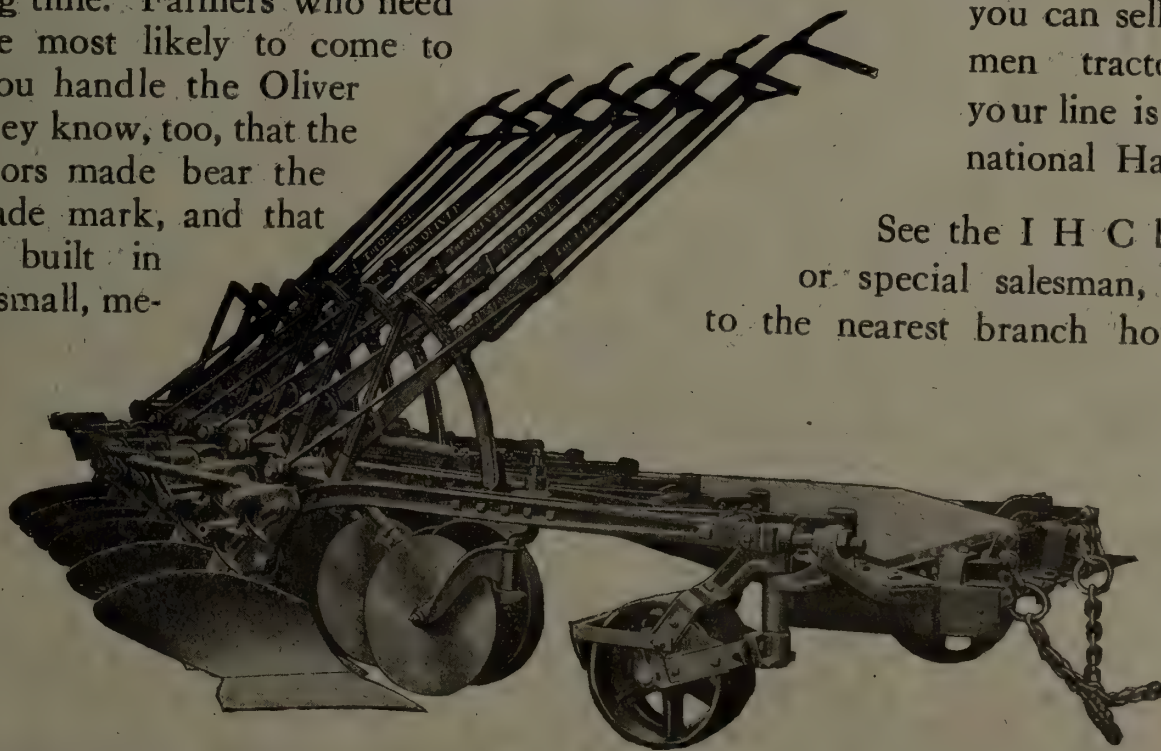
is plowing time. Farmers who need plows are most likely to come to you—if you handle the Oliver line. They know, too, that the best tractors made bear the I H C trade mark, and that they are built in sizes for small, medium and large farms.

Oliver plows are made up in 4, 5 and 6-base sections. The sections are joined flexibly, insuring plowing to an even depth. Levers are double-latched, truck wheels are swiveled, beams have the most rigid construction known. Oliver sulky and gang plows also have many distinctive features.

You could sell many an Oliver plow to the farmers on your territory—put many a gang or sulky behind horses, and larger plows behind tractors. And

you can sell the same men tractors when your line is the International Harvester.

See the I H C blockman or special salesman, or write to the nearest branch house now.



International Harvester Company of Canada, Ltd.

WESTERN BRANCH HOUSES

Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.;
Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.



Giving every car its due, we maintain that the Hup affords greater value at the price. The eagerness of the buying public bears us out

JOSEPH MAW & CO., LIMITED
Winnipeg Canada

\$1,400

F.O.B. Windsor

5-passenger Touring Car and Roadster



THE OWENS SMUT CLEANERS

No Machine can equal them for Treating Seed Grain. Made in two sizes. Sold on a positive guarantee to prevent smut.



Owens Smut Cleaner No. 4

YOUR Customers want this Machine

With high prices assured for grain next year, every farmer will realize the necessity of treating his seed grain so that he may have an increased yield of perfect quality grain.

Owens Smut Cleaners separate smut balls, wild oats, king heads and all light seeds from wheat, also wild oats and all light seed from barley. By them the farmer can get perfect results. The grain is thoroughly pickled and elevated into the wagon box, being dried by the drainage through elevator sieve. An automatic skimmer removes all impurities over a drainer-sieve at tail of machine, ejecting same, while wasting none of the pickling solution.

Capacity—30 to 75 bushels per hour

No. 3 machine handles 30 to 50 bushels per hour; No. 4, 50 to 75 bushels, accommodating either the small farmer or the large grain raiser. Strong construction, heavy timber; rustless solution tanks of 30 and 50 gallons capacity.

The most economical machine you can sell, and backed by a positive guarantee.

WRITE TO-DAY FOR PARTICULARS AND PRICES

Get the Agency for our Machines

It will mean money for YOU

Cushman Motor Works of Canada, Ltd.
289 Princess Street, Winnipeg



DEALERS:

Above is an Illustration of our New **TWIN CITY**

WILD OAT SEPARATOR

This is a special machine for taking wild and tame oats out of barley—and IT DOES IT. Perfect results; no machine made can compare with it. Write for prices and particulars of our grain cleaning machinery.

Twin City Separator Co. Ltd.
179 Bannatyne Avenue, E. Winnipeg

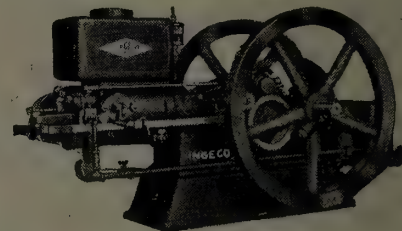
You can make money selling this Separator

Economical Engine Power

That's what your customers require. Can you supply the demand that exists?

We saw it coming months ago. With our ears to the ground and alert to the needs of the future, we have not been idle. We heard the rumble afar, we planned to be ready when the demand came. Furthermore we wanted to make sure that when we offered you oil engines they would represent the very best—the simplest, safest, surest-to-run and easiest-to-sell oil engines on the market. Here they are!

The "INGECO" Throttling Governor Kerosene Engine



For Farm, Factory, Foundry, Shop and Mill, from 1½ H.P. to 7,000 H.P.

The time is ripe to introduce oil engines into your neighborhood—engines you can recommend and stake your reputation on—the kind that will help you to more business and more sales because they make good. That means "INGECO" ENGINES—handled by an institution that is not only financially solid, but enterprising enough to take an interest in helping you to make sales—giving you the kind of co-operation that really means something in finding prospects and landing the orders. By our extended mailing campaign we purpose to put our literature in the hands of every one in these Western Provinces who might want our lines. Do you want to share in the resultant business?

We are now ready to consider agencies for the "Ingeco" line of oil engines, and are prepared to make arrangements with live dealers. We guarantee consumption of kerosene with "INGECO" ENGINES not to exceed in quantity what it takes of gasoline to operate a gasoline engine—think of the saving in dollars in one year—in many cases the price of the engine. Why not secure our contract now while you have the opportunity?

Write us for literature and ask about our special introductory prices.

Burrage-Cooper Co., Ltd. WINNIPEG and REGINA
Address Winnipeg Office for Contracts.

CANADIAN FARM IMPLEMENTS

Vol. X., No. 12.

WINNIPEG, CANADA, DECEMBER, 1914.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00.
Per Copy, 10 cents.



UNION BANK OF CANADA

Established 1865

HEAD OFFICE WINNIPEG
Paid-up Capital.....\$ 5,000,000
Reserve Fund.....3,400,000
Total Assets, over.....85,000,000

Hon. President—WILLIAM PRICE
President—JOHN GALT

Vice-Presidents
R. T. Riley, Esq. G. H. THOMSON, Esq.
Directors

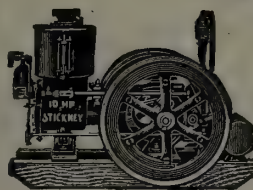
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H. B. SHAW, Assistant General Manager
F.W. S. CRISPO, Superintendent of Branches and Chief Inspector
London, England, Branches 6 Princes Street and
West End Branch, 26, Haymarket, S.W.

Head Office, Winnipeg

This Bank, having over 310 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

Winnipeg, Main St. Branch: D. M. NREVE, Mgr.; Portage and Garry Branch: F. J. BOULTON, Mgr.

Stickney Gasoline Engines ARE THE BEST



We have the exclusive agency for the sale in Western Canada of

Stickney Gasoline Engines

The engine that is well known and well liked. All sizes in stock, also all repairs and extras. Write for particulars. DO IT NOW.

THE MAYTAG CO., LTD. Winnipeg

Feed Cutters and Pole Saws

Are Seasonable Sellers For You



Hardwood Frame Pole Saws

made with three 5x6 inch pulleys, solid steel shafts and babbitted boxes. Rigidly braced hardwood frame; extra heavy flywheel. Total weight 325 lbs. Complete mandrels sent separately if required. These saws are sure sellers: they will satisfy your customers.

Watson's Feed Cutters

are made for hand, horse, gas or steam power. Supplied in seven styles and sizes, they cut hay, corn or straw perfectly. Capacity from 1/2 to 3 tons per hour. Chain drive; cuts from 1/2 in. to 1 1/2 ins. Knives are of special English tool steel.



Our Line leads in Quality and Variety.
Send for our latest Catalogue.
It will pay you.

John Watson Mfg. Co.
LIMITED

COR. CHAMBERS STREET AND HENRY AVENUE, WINNIPEG

We Carry a full Stock of Repairs for Moline Plows, Disc Harrows, Mandt Wagons, Manure Spreaders, etc.

MR. DEALER!

During 1915 you can make good profits and satisfy your customers by selling the seat for Western Wagons



The Wagon Loaded

Going Home

Lloyds Low-Down Spring Wagon Seat

These seats fit any Wagon or Sleigh Box. You can sell one to every man who owns a wagon. They take up no box space and are light, strong and durable. Slung low they afford protection from the wind, and give full control of the team. During 1915 order your wagon boxes without seats and give your customers the comfort in driving that is found only by using Lloyds Spring Seats.

Write now for Prices and Particulars

WAWANESA WAGON SEAT CO. Wawanesa, Manitoba

The Dominion Bank

HEAD OFFICE: TORONTO

Capital authorized \$10,000,000
Capital paid up 6,000,000
Reserve funds and undivided profits 7,500,000

Agents and Branches throughout Canada
A General Banking Business transacted
Special attention given to Savings Accounts

Savings Bank Department

In connection with each Branch

Winnipeg Branch:

F. L. PATTON
Manager

Corner Main and
McDermot

G. R. HERON
Ass't Manager



Fig. 3



ENTIRE LINE MADE IN CANADA

Chapman Gasoline Engines, Chapman Well Drills, Toronto Windmills, Pumps, Grinders, Saw Frames and Saws, Water Supply Outfits, etc.

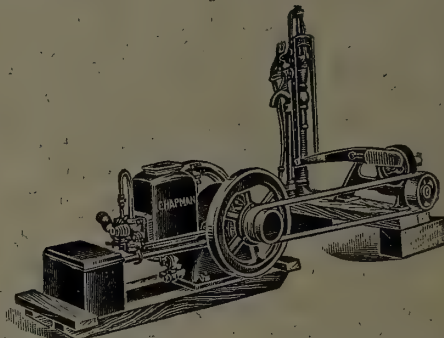
Every article is **Made in Canada**; every one is a leader in its respective line.

If you do not handle these machines you are not in a position to maintain the business in your locality.

Foreign-made goods are a thing of the past. The public demands our machines because they are the standard of efficient service. Be prepared to meet this demand.

ONTARIO WIND ENGINE & PUMP CO., LIMITED

TORONTO WINNIPEG MONTREAL CALGARY



Looking at Your Next Year's Business—

Do you want to handle lines that will bring more business to your store? Do you want to sell goods that will stay sold—that will satisfy your customers?

Sometime, somewhere, somehow—a dealer may handle goods equal to those comprising our lines—but he will never handle **BETTER GOODS!**

For years our motto has been to make our goods "a little better than those made by anybody else."

Riding, Walking and Engine Plows Disc, Steel and Wood Harrows
Harrow Carts Pulverizers Mowers Rakes Hay Loaders Stackers
Stationary and Portable Gas Engines Hay Presses

Specially Built for Us by The

Emerson - Brantingham Implement Co.

AND

Grain Drills Manure Spreaders Cultivators Channel and Clip Harrows
Land Rollers and Packers Wagons Trucks Lorries

The Product of Our Own Factory

Write now for Dealer's Proposition and Full Particulars

Tudhope-Anderson Co. Limited

WINNIPEG

REGINA

SASKATOON

CALGARY

Here's the Cream Separator Hit of the Age!



THE latest product of the biggest Swedish manufacturers—A sensation in Europe and bound to be THE sensation in this country.

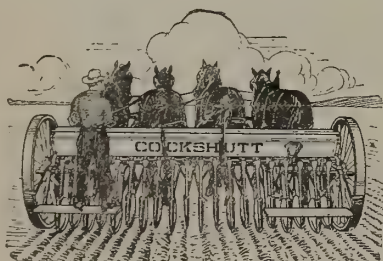
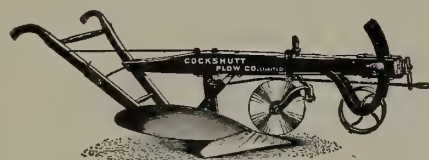
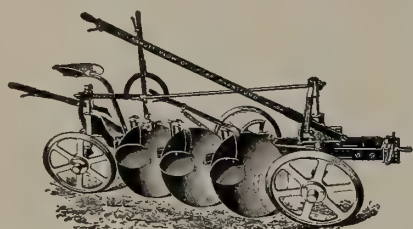
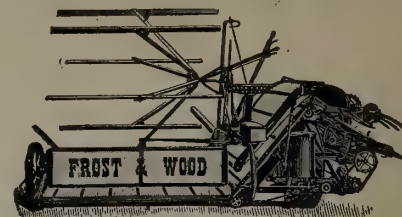
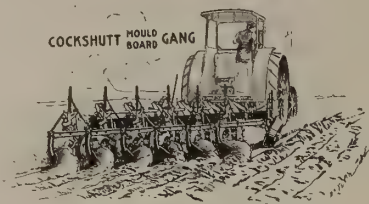
A 550 lb. capacity Viking, with all the newest improvements and exclusive features, to retail at \$45. Paying you a good profit.

Exclusive dealers wanted in places where we are not represented. Territory is rapidly being taken.

Write or wire now.

Swedish Separator Company

American Branch — Monadnock Block, Dept. G. — Chicago



CONCENTRATE!

On Made-in-Canada Implements.

Everything points to a great increase in acreage plowed this fall. This insures additional crop next year.

To sow and harvest that crop is going to require much new machinery. Are you ready to concentrate your efforts to get a good show of the trade.

To get real results, you must concentrate.

Don't waste time trying to partly push a half-dozen implement lines.

Even though you do succeed, you pay too big a price for Success because you must continue to SELL each customer—on each and every implement he buys. Time IS money.

Why not replace those half-dozen different lines with the complete COCKSHUTT line. It includes implements for every farm—for every season.

It means sales from January to December.

It means you are selling "Made-in-Canada" implements and helping Canada bear her share of the Empire's burden.

It means least time and effort per sale — lowest selling cost — biggest net profit from your business.

Each Cockshutt-Frost & Wood implement you sell makes it easier to sell the next, and each succeeding one. You don't need to SELL your customer on every different implement he wants.

Because after he uses his first Cockshutt Implement, he'll want the same quality in every other implement he buys, and will go to you for it.

See the saving?—in time, cost, floor-space and work.

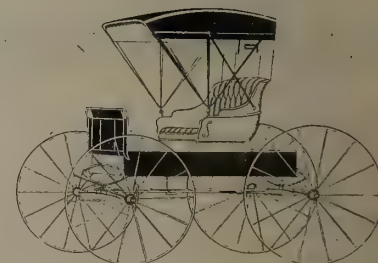
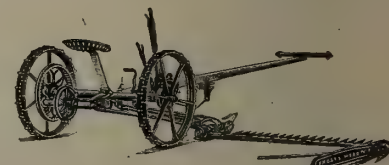
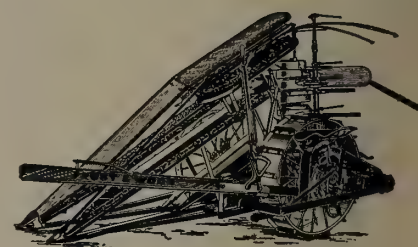
For BETTER business, concentrate.

For BEST business, concentrate on the Cockshutt-Frost & Wood line for next season.

If we are not represented in your district, write us to-day for our special Dealer's proposition. It obligates you to NOTHING. Full information cheerfully given.

Cockshutt Plow Co., Limited

Winnipeg Regina Calgary Saskatoon



Send for Catalog showing many other lines of Plows, Cultivators, Planters, Manure Spreaders, Engines and Chore Implements.



CANADIAN FARM IMPLEMENTS

Vol. X., No. 12

WINNIPEG, CANADA, DECEMBER, 1914.

SUBSCRIPTION PRICE IN CANADA { Per Year, 1.00
Per Copy, 10c.



A Word in Greeting

ANOTHER year is ending wherein each of us had our joys or sorrows, our failures or successes. Nineteen hundred and Fourteen years ago the Prince of Peace came to earth. This Christmas the misery and devastation of War beshadows many lives. By making others happy this Yuletide let each of us find the truest happiness. We have much to be thankful for; let us do what we can for the homeless, hungry or bereft. ¶ This Christmastide let us look upon the past as a necessary schooling; may the year about to dawn bring to the great world Peace, and to our smaller personal worlds Prosperity. To each of our many friends we extend our most hearty wishes—may Health, Happiness and Prosperity be yours throughout the coming year.

CANADIAN FARM IMPLEMENTS.



FAR from the crash of cannon the woefulness of War
Spreads o'er the Earth its sorrow—its distant throb of drums.
The warrior dies or conquers, but the women must wait afar,
Passive, patient and anguished—what care they that Christmas comes!

PEACE on Earth and Goodwill! ah, where may "he" be tonight;
There's toys for the empty stockings—but when will this waiting cease—
Is he thinking there in the trenches, has he fallen behind the fight?
We grudged him not to the Empire—but our hearts cry tonight for Peace!

—A. A. T.



Hitting the Home Trail

A Christmas Memory
By Luke West



It was a few days before Christmas, and the scouts of Canada's commercial army—the travelling salesmen—were making every effort to get through with business so that Christmas Day might see them at home, with all that home means for the man whose calling is a succession of journeys. It so happens that a matter of importance has brought me to a little town on a branch line in Saskatchewan, and I was waiting also for the down train to take me "back home."

Cold? Yessir, it was cold! Night had fallen, and every star stood out in the great black velvet bowl of the sky, as though it were a sixty candle-power tungsten. There were quite a few waiting in the general waiting room of the little station, and the air—already too warm by reason of a roaring stove in the middle of the floor—would hardly have passed a Health Censor.

I got outside and walked up and down the platform smoking—now and again locking back to the prairie where the scattered lights of the little burg twinkled through the dark. Out westward, along the track, a coyote seemed to be trying to give a pathetic rendering of "The Rosary," and taken all over it was a night that sort of made a man want to get into a big comfortable chair with a pipe in his mouth, ensconced in his own particular wigwam with the partner of his sorrows and joys telling him all about the neighbors! Funny thing how women rake up a source

of conversation—even in the quietest street, ain't it?

Well, to get back to the little station in Saskatchewan. I was hard at it on sentry-go when the door creaked, and the big man who had been sitting in a corner alongside two sample cases came out and fell into stride with me.

"Fine night for going home," said he cheerily.

"Never a better," said I, "if only those two cars and puggy engine would heave into view about where that coyote is hitting high spots vocally."

"What's your line?" queried the big man.

"Journalist," said I, "dope slinging and word selling. Just about as hard a job as yours, I guess."

The big fellow chuckled. "It's all the same these days," said he, "the competition is as keen in every line. About the only job men ain't after, I should think, is one at which they never get home and never see a decent cooked meal. Sounds peeved, don't it, but I've got a fine brand of indigestion coming from that sixty-five cent supper I had at the Chink restaurant up the street there. Here I am grouching again—and I suppose there's dozens of poor devils in the world to-night who would have been glad of that supper. I've lots to be thankful for. I was scared that I wouldn't get through my route in time to get me home so I could do the Santa Claus act. But here I am with a few days to spare. Lordy, it's a queer life, this chasing from town to town for orders."

"I suppose it is pretty miserable at times," said I. "To tote a sample case, and have to produce results. It must be a fight without any let-up to it most of the time."

"Yep, and few folks consider how much a business owes to its traveling representatives. Managers don't fall on your neck when you get in—they usually analyse your expense account, and say that covering the territory costs too much. It's a lone trail this road work, and the obstacles call for a lot of optimism at times. So much depends on the men you meet—only every year seems to develop a better bunch to do business with. The broad and successful retail merchant usually admits nowadays that it does not pay to pass the traveling salesman lightly by, as though he were a peddler of 'get-rich-quick' propositions. They are finding that the traveling man is a mine of information gathered from contact with many business brains and polished by covering trips that take in thousands of miles. It has often seemed to me, but I may be biassed, that the merchant who cannot, or does not, treat a traveler as a gentleman, who fails to give the traveling agent his proper value, has little business to control a store. How would he like to be treated himself—that's the question?"

"We are blamed for being too persistent in pushing goods, and we are often judged to be a sort of perambulating cash register that is always ready to put up the drinks, but I tell you, Mister, we

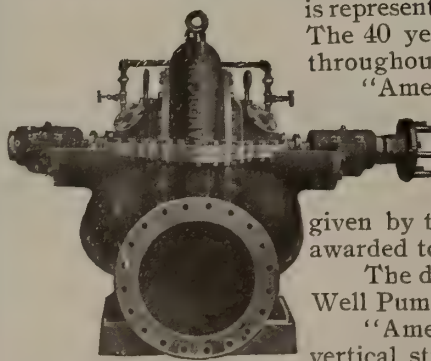
traveling men are just as clean living a breed as most of them. Of course, there's exceptions, you'll get that even in the divinity—but every year you'll find more and more that business is built on selling ability and not on booze. Personally I'd rather not sell to the man who wants to wet the order, because I know that he only wants an excuse for a drink he'd have anyhow."

"You don't have much chance to get tired of home life, anyhow," I broke in; "lots of us get tired of the same old routine day in day out."

"Funny that idea that wandering around satisfies the soul," said the drummer. "Brother of mine is a marine engineer. He's been about everywhere on the map, from the Black Sea to Valparaiso. He's, so to speak, had routes from Greenland's icy mountains to the coral strands mentioned in the hymn. Nine years of it he had, and now he's a stationary engineer in a lighting plant in Michigan, and the most contented cuss you ever met. He says this wander business only makes you tired—too early in life—and in my small way I find it the same. No, me for a job where I could sit in an office or in a nice comfortable store. In the one case you go to see your man on a street car—or wait for him to come to you. If you are selling in the store or on the sample floor, the customer comes to you—you don't need to chase him!"

"Selling on the road. Gee! You've got to smile when others frown; give courtesy for rebuffs;

THE STANDARD BY WHICH OTHERS ARE JUDGED



is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness. "American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

Agents Wanted in all unoccupied Territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, ILL., U.S.A. Chicago Office, First National Bank Building



be calm as a tombstone when you could tell the customer to go somewhere warmer'n Saskatchewan. You've got to learn your lesson to make good, for your success is gauged by your capacity, ability, knowledge of human nature and steady faculty of being cheerful. It's no dream, especially in winter time, to come to a vile hotel at three a.m. on a train about twelve hours late. Waiting at God-forgotten stations—like we are to-night—is about the most common job I have. You'll come into some place that looks like a refuse heap of nature—after living for twelve hours on two stale sandwiches—and you're tired, cold, mad and hungry when the hotel clerk asks if you couldn't get him a job in your firm because he is tired of the joint, and thinks he would make a first class traveling man!

"Yes, it's a great life all right. Looking at leagues of scenery he has seen before, the drummer is expected to arrive at the Hotel de Punk to find the beds as hard as ever—the bugs as lively—and the pillow so small you lose it in your ear. It's no good talking about the grub; most of us could easily get a job in vaudeville swallowing broken bottles and cavalry sabers.

"Frozen in winter, fried in summer, and with your system full of cinders and dust. Oh! it's a soft snap!"

"But there are some bright spots, surely?" I queried.

"Yep," said he. "Every life has such, I suppose. To-night is one of them. I'm going back home to the little wife—and these stories about the bears and beavers I don't see out West that I've to tell son before he goes to sleep. Believe me it's good to look forward to. I don't think any man appreciates home, especially at Christmas, like the fellow who totes a grip. Mind you there's a raft of fine folks you meet. Most of my regular customers I look upon as friends. Many a happy night I've spent in homes in the little towns of Saskatchewan and Alberta—when the storekeeper shut up and took me around to see his wife and kiddies. There's nothing I wouldn't do for these men, because they realize that I'm human and not just a gramophone record for the firm's goods. They know that back home I've the folks waiting, and that the bum sitting room of the local hotel ain't a haven of rest when the row from the bar won't let you read. Oh, I've lots of good friends, and I only hope they'll have as happy a time this Christmas as I'll have. Listen—here she comes at last!"

Around the bend snaked the head light of the engine, and soon

we were pulling out beyond the dotted lights of the silent town-ship. Twenty-four hours later he and I stepped off the cars at Winnipeg, and among the crowd waiting in the great hall of the depot was a sweet faced little woman and a sturdy little lad of about six. He introduced me, and pressed me to come and see them; said he guessed that maybe dope slinging was a whole lot better than writing orders—easier anyhow!

As I turned away to catch my car I saw the three of them walk away under the electric lights—one on either side of the big fellow who was talking a hundred to the minute. To me it is only a last year's memory now—and I've never met that traveling salesman since. He was a good sort. Wherever he is to-night may he make his

connection this Christmas so as to get back home to mother and the little lad.

And may every one of the boys who tote grips and sample cases, who may now be scattered far and wide over this great Western country, also get back home for Christmas. I don't know them; they don't know me, but may each of them come back home to mother, wife, family—and to Happiness. A Merry Christmas to them all—and a full order book for 1915.

Many a young man acquires the reputation of being a good fellow while he is going to the bad.

Silence is safe security oftentimes. A jackdaw may visit and feed with pigeons if he whitens his feathers and keeps still.

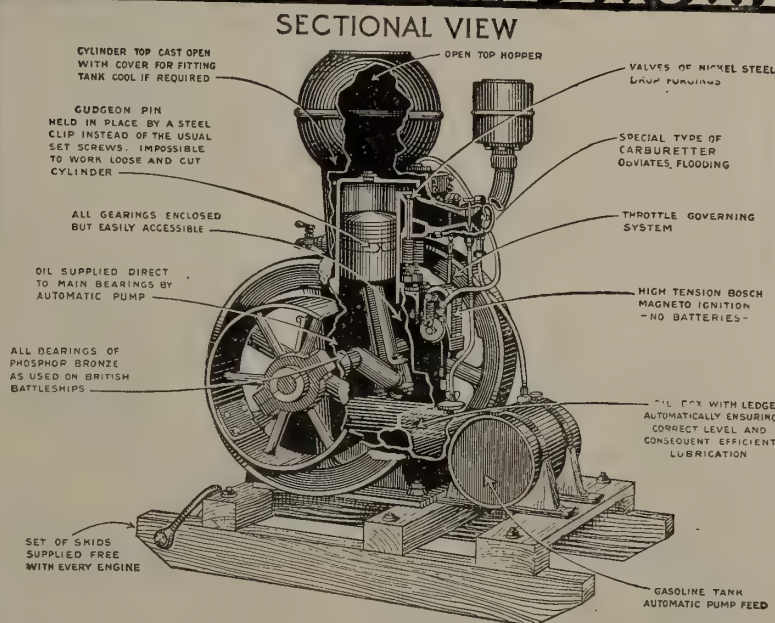
Power and Production

In the United States the value of manufactured products only slightly exceeds the total value of agricultural products. Statisticians compute that in the U.S. the value of manufactured products produced by the average worker is eleven hundred dollars annually, while the value of agricultural products produced by the average farm laborer is only eight hundred dollars annually. It would seem that the difference in the productive value of the two lies in the fact that the one uses animal or manual power the other mechanical power. This would seem to show that to get the fullest economic value from farming power is absolutely essential.

All aboard for a busy 1915.

THE SEASON'S GREETINGS AND HEARTY WISHES TO ALL OUR AGENTS

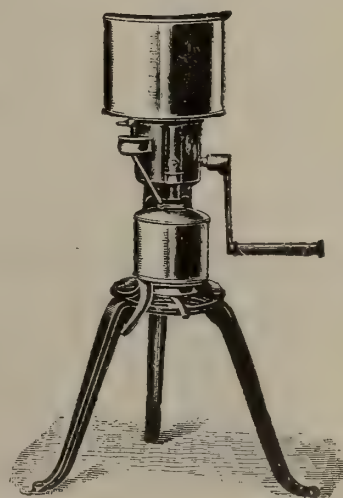
LISTER GASOLINE ENGINE



MADE IN FIVE SIZES
2, 3, 5, 7 and 9 Horsepower

Made at the "Lister" Works in England by the same men who produce part of the equipment used of the battleships of the British Navy

MELOTTE Cream Separators



Foremost in 1888 and
still leading in 1914

WRITE FOR NEW CALENDAR

Lister Lighting Plants, Milking Machines, Grain Grinders, etc.
For Commission Contract write immediately to
R. A. Lister & Co. Limited, Winnipeg

Cream Separator Possibilities

It is no great time, as years go, since the practical value of the cream separator was established. Strangely enough at first implement dealers fought hard against taking hold of it—and it is due to letting other factors get in the field first that has meant that many a dealer had, at first, a hard fight to get hold of his separator trade and to place it where it belonged.

To succeed in the cream separator business it is necessary to go after it intelligently and vigorously. Competition is sharp. There are a number of good separators, and the dealer who really wants to get the business will have little difficulty in tying up with a manufacturer or jobber who will help him to get it.

Beyond carrying separators in stock, it is necessary to advertise and demonstrate them, to canvass for their sale, probably to place them out on trial. At least some successful dealers have found each and all of these plans to work successfully.

Complaint is often made that there is not enough profit in selling cream separators to warrant a retail dealer making them a feature in his business. But the same may be said of any article in stock. Cream separators can't talk; they can't sell themselves. Some energy is required on the part of the salesman—as is the case in selling any item of farm equipment.

No dealer ever needs to lack prospects for the sale of separators. Every man, or woman, who keeps three or more cows is

your lawful prey. And a good, high-class separator of say 400 lbs. capacity should sell at a price which insures a good living profit for the implement dealer. Naturally the dealer's cost of doing business is an important factor in his cream separator profits, and it is essential that the dealer knows what it costs him to sell any item in his line. Yet the fact remains that the dealer nowadays cannot afford to neglect the separator line on account of its great value to the community as a factor of profit to the farmer. By skimming the cream—all of it—with a modern cream separator the farmer's wife saves the butterfat, which in most cases is all that makes cow-keeping profitable. Also calves thrive just as well on the skim-milk, hard as it may be for the old-fashioned farmer to believe. Experiment stations and up-to-date farmers have proved that point to their entire satisfaction.

In considering the sale of cream separators the dealer should never lose sight of the fact that a prosperous farming community is essential to the prosperity of the town center, and that the retailer cannot be successful where the farmers are unsuccessful. More and more the Canadian West tends toward mixed farming with its assured revenue, compared with which the gamble of all wheat production is very apparent. By this growth of mixed farming exists an ever-increasing demand for the cream separator and other equipment to be found in every dairy.

It must always be recollected that the cream separator, while originally and essentially a hand machine, as commonly used on the ordinary diversified or small dairy farm, adapts itself most readily to the use of mechanical power; and that therein lies one secret of the opportunity to the implement dealer which should by no means be overlooked.

Every gasoline engine owned on a farm makes easy the sale of a cream separator, or vice versa.

If the engine is already hand, the attachment of a simple pulley, which the dealer can sell at say \$1.50—making his profit on that—will enable the farmer to connect his gasoline engine to the separator. This will save the farmer, or his wife or boy or hired hand, both backache and valuable time, enable them to take care of a few more cows, and so increase their profits.

If the farmer has a separator and no engine it is comparatively easy to show him how he can make money by purchasing an engine to do this work and many other chores around the farm. But he should always be impressed with the fact that it will be profitable—so long as he is buying an engine—to get one big enough to run not only his cream separator but other equipment which lends itself to engine driving. Few of these machines he may have, but once he has a separator and an engine he is a prospect for their sale. When he finds that the gas engine has taken all the labor off his back, and the additional profits begin to roll in week by week from the sale of cream, he will be susceptible to the delicate flattery of suggestions concerning the desirability

of putting in a power feed grinder to prepare the feed for his cows; possibly a power washer to take the kinks out of his wife's back and help put the roses back into her cheeks.

The "Viking" Separator

On our advertising pages will be seen the announcement of the Swedish Separator Company, Monadnock Block, Chicago, who are placing upon the Canadian market the "Viking" Cream Separator. This separator is being sold through the retail trade only, and in design is a remarkably simple and efficient machine. The Viking is equipped with a disc bowl and the frame of the machine is strong, graceful and durable. The supply can is ample in size and of the proper height for easy filling. The company state that this separator is extensively used in Sweden and is a favorite in most dairying areas in Europe. It is made in five sizes, the capacities being as follows: 180, 300, 550, 900 and 1,200 lbs.

A comprehensive guarantee covers every separator marketed by the company, and the price although low gives the dealer a handsome profit.

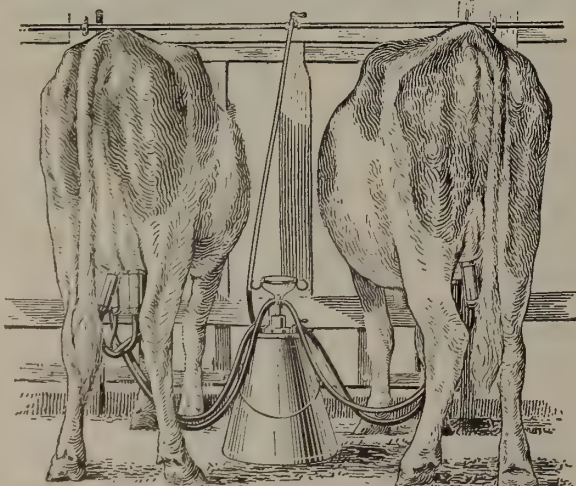
Dealers for Viking separators are supplied with free advertising matter and illustrations, and only one dealer in a locality can handle them. Any dealer who desires full particulars, terms, etc., of Viking cream separators will get full information by writing the Swedish Separator Company at the above address.

Cream Separator Rating

There are separators on the market to-day which while rated to handle so many hundred pounds per hour fall short in actual use by 25 to 100 lbs. If the machine is driven at the correct speed this should not be so. Every manufacturing concern of reputation guarantees their machines to act up to the stated capacity. This shows the importance of the dealer handling a cream separator of proven worth, since if he sells his customers one of the short rated variety he only injures his own trade for the customer thinks the dealer is a party in the deception and tells his neighbors that the separator fails to act up to the statements made with regard to its capacity.

It is said that the whisper of a dollar can be heard farther than the loudest yell of duty.

EMPIRE MECHANICAL MILKER IS YOUR BIG CHANCE



Two-cow EMPIRE Mechanical Milker in Operation. One user states his 11 year old boy milks 55 cows in 90 minutes without trouble.

Count the farmers around you who milk ten or more cows. Not one likes hand milking. Every one would like a Milker. Every one is a prospect. Every one is eager to buy. The EMPIRE is within the reach of every one.

The selling field has hardly been scratched. The EMPIRE Milker is YOUR BIG CHANCE. Reliable, high grade, successful, time tried, heartily approved by farmers. Simple—only one tank and one pipe line needed. Metal parts heavy German Silver. Rubber the best. Compressed air not used. Gently massages the teats.

EMPIRE CREAM SEPARATORS

Known the world over for more than a generation of satisfactory service.

BALTIC CREAM SEPARATORS

\$15.00 and up. The best low price separator money can buy.

EMPIRE STA-RITE GASOLINE ENGINES

Powerful. Simple. Start quickly and run steadily even when the thermometer shows 40 degrees or more below zero.

We are looking for Hustling Dealers who know their opportunity. Write us.

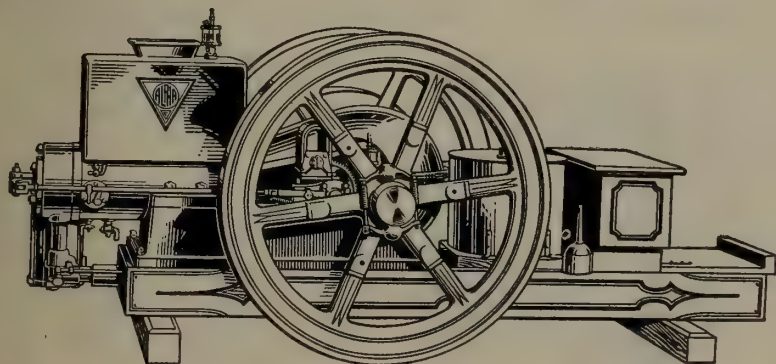
THE EMPIRE CREAM SEPARATOR CO. OF CANADA, LTD.
TORONTO, Ont. WINNIPEG, Man.

Line up with De Laval for 1915

The dealer who handles De Laval Cream Separators, Silos, Gas Engines and Dairy, Creamery and Farm Supplies in 1915 will not have to waste any time trying to convince his customers that he handles high grade goods.

The name "De Laval" behind any machine or merchandise is a guarantee of quality and service that is recognized by every dairyman and farmer in Canada.

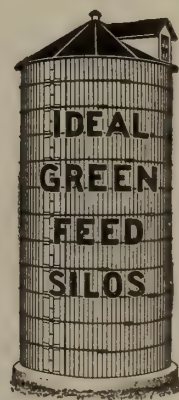
That means more business, better business, easier sales and easier collections for the dealers who hold De Laval Contracts.



The Alpha Engine is in a class by itself. Sell Alphas and forget what engine trouble is.



The world's standard De Laval. The easiest Cream Separator to sell.



More of these Silos are sold in Canada than all other makes combined.

De Laval Dairy Supply Co., Ltd. WINNIPEG VANCOUVER
MONTREAL PETERBORO

Pleasure and Business Sleighs

Normally we of Western Canada cannot complain that our sleigh trade suffers from lack of snow whereon the runners may glide. In Arizona snow may be a questionable quantity, but in Alberta we are sure of a fairly long period when sleighs will be in demand. And the same applies to the other two prairie provinces. As a vehicle for business or pleasure the sleigh has the field pretty much to itself. The motor truck may replace the wagon, the automobile replace the buggy; but the wheels of the automobile cannot compare with the smooth running sleigh. The motion is in itself a supreme pleasure, the old refrain of "Jingle Bells" seems interwoven with the zest found in sitting behind a fast driver harnessed to a cutter. Cost considered, no vehicle can compare with the sleigh for winter travel.

Of late years we have had a

wide variety in styles of sleighs, yet many farmers still drive sleighs which are, to say the least of it, antiquated. There is a reason for this which is not far to seek. Many dealers think that because the sleigh is so commonplace a part of the farm equipment in winter that it really needs no selling. He does not display sleighs, does not advertise them or push them as he should. This is a mistake. There have been of late years many improvements and innovations in sleigh building. Each of these is a selling point for the dealer who wants to sell a farmer something more modern than the "Model I" sleigh in which he comes to town.

A good sample sleigh in the store will do much towards attracting attention to the merits of your sleigh line. And every young farmer who is heading toward matrimony is a live prospect

for your sleigh trade. He is a poor sport if he takes his girl out in a family bus sort of contraption, and the latter has a softness for the young man who drives around to her domicile in an attractively designed and nicely painted and varnished sleigh, behind a nice stepping horse. The spring sleigh is a type which is exceedingly popular in some territories, springs between the body and runners greatly increasing the comfort of travelling.

For heavy work the bob sleigh is invaluable on the West Canadian farm. For hauling heavy loads, wood, etc., this type of sleigh should command a ready sale. While some farmers claim that they can make sleighs for themselves which serve their purpose, it needs little argument to show them that the factory product is greatly superior. Any live dealer looks out for, and values, his sleigh trade. It is not confined to the farming community alone, for in the town the liveryman, doctors, merchants, in fact every man who owns a horse is a possible customer for a sleigh deal. For local delivery the merchants in town find a sleigh of great use, and it is up to the local implement men to see that they are supplied. Sleigh trade, like the sale of any commodity, must be pushed, developed and advertised. Western Canada should have as good a sleigh selling business as almost anywhere you can mention. But the business must be built, and a few sleighs hidden away in a dark corner will never prove to any dealer that handling sleighs can be a very profitable line—as many a dealer has proven. Look into your sleigh trade. It will pay you to push it.

Meeting the Cheap Engine

"Many farmers come here to talk gasoline engines with us," said an implement dealer, "because they know we carry a brand they see advertised in farm papers. When we tell them the price some of them tell us they can buy good engines cheaper. Then they mention some engine which few people know much about. We impress upon them that in buying our engine they are getting one they know they can depend on, an engine that will stand up to the job after others in the cheaper class are on the scrap heap. We refer them to farmers they know who have our engine, and we give them any advertising matter we have if they want to give it further consideration.

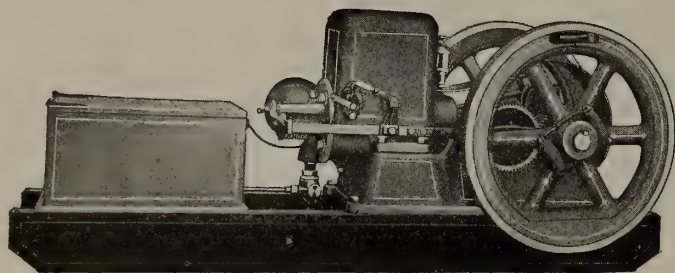
"You can't sell to all of them, but the desire of many of them for an engine they can bet on brings them back again. The advertising in the farm papers keeps many of them thinking along the right lines and helps make the sale.

"We implement dealers have to contend with all kinds of competition in this business and it is growing keener all the time. Our idea is that the best way to meet it is to push the advertised brands. By doing that we get the help of the manufacturer's advertising and it is a big help."

Quite Irish!

An Irish agricultural journal advertises a new washing machine under the heading: "Every man his own Washerwoman." The same paper, in its culinary department, says that "Potatoes should be boiled in cold water."

THE JUMBO LINE



High-grade Gasoline Engines

The engines of the JUMBO LINE are sure sellers for the implement dealer. Designed especially for economical operation, they are simple, durable and reliable. They appeal to every farmer by their steady action, accessibility and mechanical perfection. Made in sizes:

1½, 2½, 4½ and 6 Horse Power

Furnished on skids or on strong iron sub-base. Mounted on portable hand trucks if desired. With or without magneto. Water cooled; make-and-break ignition; hit and miss governor.

Implement dealers should write today for full particulars and prices of the JUMBO LINE. It is a money-maker for agents.

Manufactured by **Nelson Brothers Company** Saginaw, Mich., U.S.A.

Western Canadian Jobbers

Tudhope-Anderson Co. Limited

Winnipeg Regina Saskatoon Calgary

BRADSTREET'S

Established 1849 Capital and Surplus \$1,500,000

Offices throughout the civilized world. Correspondence invited

Executive Offices:

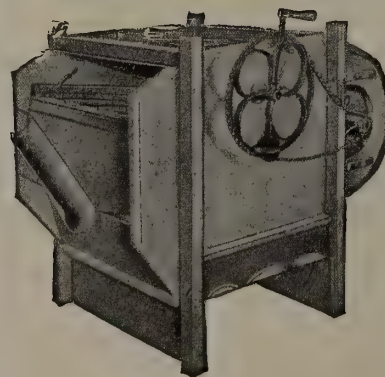
346 & 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA:

Halifax, N.S.; Montreal, Que.; St. John, N.B.; Hamilton, Ont.;
Ottawa, Ont.; Toronto, Ont.; London, Ont.; Quebec, Que.;
Calgary, Alta.; Edmonton, Alta.; Vancouver, B.C.

**C. G. SCHAFFTER, Supt., Commercial Travellers' Building,
WINNIPEG, MAN.**

The Improved Webber Separator and Cleaner



The best all-round Fanning Mill on the Market

Mr. Dealer This Angle Sieve Grain and Seed Separator is something entirely different from all other Grain Cleaners. It completely separates oats from wheat or barley, and is especially good on cleaning flax seed. Absolutely guaranteed to clean and separate any and every kind of grain not only better than that handled by any other cleaner but also faster. Lower than any other mill—easy to put in grain.

LET YOUR CUSTOMERS SEE THIS MACHINE

We are anxious to let you test the Webber for yourself. Let us send you a sample mill for 30 days, free trial. If you find it unsatisfactory, return it at our expense.

We also manufacture the Grain Growers Automatic Grain Pickler and the Just-Rite light weight, high power gasoline engine in 1 and 3 h.p. sizes: retails at \$35 and \$80.

SPECIAL TERMS ON FIRST ORDER. EXCLUSIVE AGENCY AND LIBERAL DISCOUNTS. GET OUR PRICES IF YOU WANT THE BEST

THE CURRIE MANUFACTURING CO.
LAUDER, MANITOBA

Interest on Deferred Payments

If one of your customers borrowed \$100 for thirty days from a bank he would pay interest. If, at the end of that time, he found himself unable to meet the obligation and it was extended an additional thirty days he would again pay interest. That is common-sense business and custom as applied to banking.

The same customer purchases \$100 worth of goods from you on thirty days' credit. He really borrows that amount from you and your profit is supposed to be sufficient to cover thirty days' use of the money. At the end of that time the customer is unable to meet his obligation. You extend the terms, but do you collect interest for the service? Why? "Custom," is the only answer.

Overhead cost is the most vital factor in the profit a merchant must add to his goods. The interest you lose by carrying accounts enters into this cost to a great degree, although it may not appear in your annual statement, says Hardware Age. It is only possible to approximate, but a cash business could be conducted at an overhead of 15 per cent while the cash and credit combination requires from 20 to 25 per cent. Here is the necessity for reducing your overhead expense. If the profit you add to goods must include the expense of carrying accounts for 60 or 90 days, the cash customer must suffer, and this is why he is running long time accounts with you and sending money away for other goods.

The man who fails to pay an account after the stipulated period should pay a legal rate of interest. This may seem an impracticable theory, yet one retailer in a small town is collecting about \$1,000 annually by putting the theory into practice. That money is a backing whereby he can meet foreign competition.

Another retailer, again a small town merchant, wiped out his indebtedness to a local banker and built up the best bank balance in his history by making the long termers pay their just indebtedness for credit accommodations. This interest-built bank account was used for discounting bills.

For Young Clerks

Study constantly how your work may be improved, how the same amount of work you are now doing may be done quickly, more accurately and with less exertion. If you can improve the

method you are now using, you are not only teaching yourself to do your work more quickly and more easily, but you are at the same time systematizing and organizing your own mind.

And this is the secret by which we build parks, plan cities, build ships, plant gardens, erect buildings and write books. Study a plan to avoid repetition of work, to avoid extra steps, to eliminate extra motion.

Massey-Harris Shops Re-open

On December 1st the Massey-Harris factories at Toronto, Brantford and Woodstock were again in full swing, which, it will be remembered, were closed for stocktaking shortly after the war commenced. This will assist materially in alleviating the unemployed situation in these centers. In this connection all old hands will have preference, as distinguished from transients who had only been on the payroll for a brief period.

In a statement to the press Mr. T. Findley, Vice-Pres. and Asst. General Manager, expressed great confidence that the agricultural prosperity of Canada was going to be great. He stated that while the Canadian business only accounts for 50 per cent of their total output, the firm did not expect any great revival in their ex-

port trade until the war had ceased.

Since the war started the Massey-Harris Co. has never had less than 1,500 men employed in its factories at the above-named centers. This large staff were busy turning out transport wagons for the Dominion Government and the British authorities. For the latter about 2,000 wagons were built. Employees from Toronto and Brantford were drafted to work at the Woodstock plant, consequently the unemployment in the Massey-Harris plants was far less than was generally inferred.

Michigan Dealers Meet

The Michigan Implement and Vehicle Dealers' Association held its annual meeting in Lansing recently. In the course of a fine address, President D. M. McAuliffe said:

"The implement man should be the one man in every community that the farmer will lean on; he should know them as no one else does; he should have a thorough knowledge of their financial standing and know their every mood. He should mingle with them and their families in a social way, so they will not feel that he is always after their money; he should become so intimate with them that his help and advice will

be sought in all matters that interest them. His place of business should be their headquarters, pleasant, comfortable and home-like, where they can mingle with each other and exchange ideas. I would give more for a room for them to lounge in than any form of advertising I have ever seen. If you can get so strong with them that they realize you are necessary to their welfare, you need not fear competition of any sort; they are willing to pay you good profits if you doctor their ailments."

The following officers were elected for the coming year: President, D. M. McAuliffe, Albion; Vice-President, C. A. Slayten, Tecumseh; Secretary, J. F. Lollmer, Vicksburg; Treasurer, J. H. Benton, Grand Rapids.

Going Some

Down in Nebraska a farmer was telling pastor of how his farm had been hit by a cyclone.

"It came along," said he, "and lifted everything clear with it. Me and my wife was carried nearly three miles, and landed in a hayrick—without a scratch!"

"My friend," said the parson, "the Lord was assuredly with you."

"Well, sir," answered the farmer, "if He was, all I kin say is that He was a-goin' some."

To our Implement Friends

We wish to thank our friends in the Implement Trade for the nice volume of business they have favored us with for the past year. It has been satisfactory to us and we hope it has also been to you. We know you have profited by your dealings with us, as we figure on one line only that we handle we saved you \$25,000 during 1914; in 1915 we are going to save you \$75,000 on that same line, and we have others on which we can save you similar amounts.

To Our New Friends of 1915

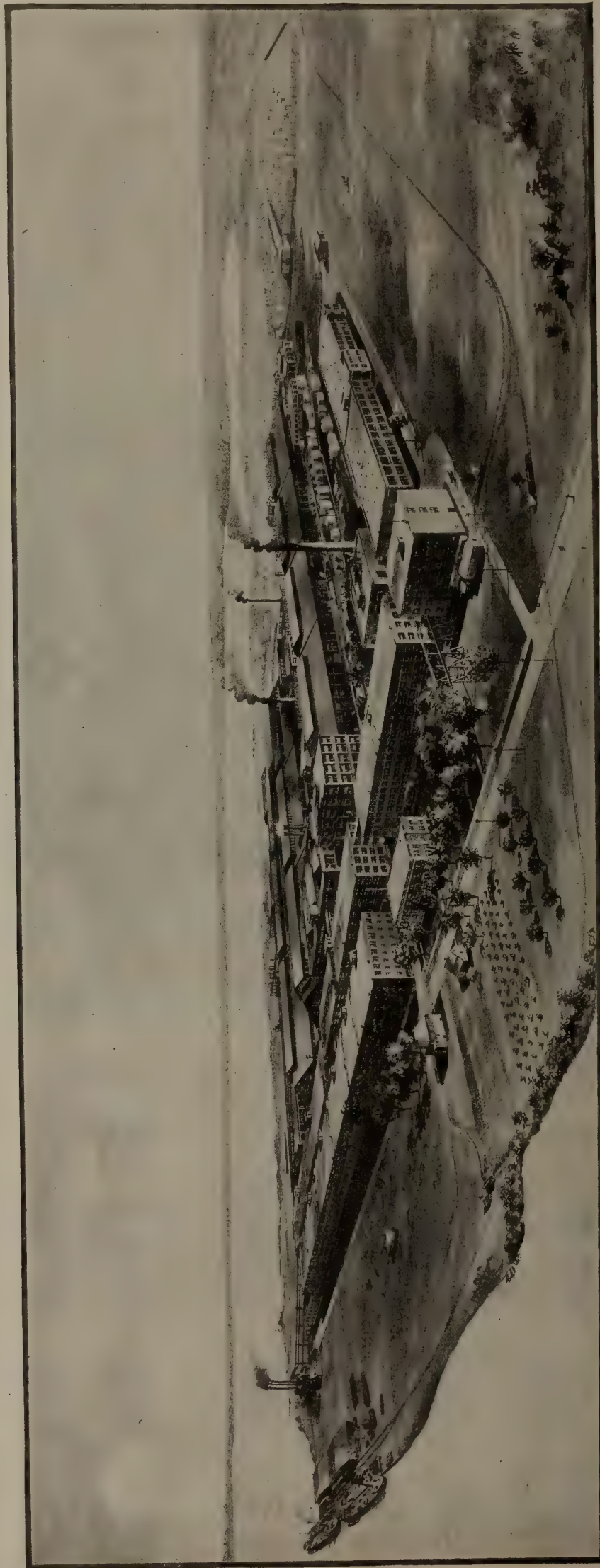
We thank you in anticipation for the favours you are going to do us. We will reciprocate in cold cash which we will save you if you will give 15 minutes of your time to our special representative who is now calling on you.

To you all we extend

Heartiest Greetings and Good Wishes
for the coming Year

D. Ackland & Son, Limited
CALGARY WINNIPEG EDMONTON

Hamilton, Ontario, Works of the International Harvester Company of Canada, Ltd.



The Largest Agricultural Implement Plant in the British Empire

Producing a full line of Farm Implements, ranging from grain binders to peg tooth harrows, furnishing the farmers of Canada the most modern and up-to-date machines that can be made, and to our agents an opportunity to build up a permanent and profitable business.

For Canadian Dealers—a Canadian Opportunity



F the efforts of man count for anything, Canada, next year, should harvest the greatest crop of her history.

For the Spring work, when Canada will see the busiest days of her life—disks, plows, harrows, land packers, and power to draw them will be needed; so that the short planting season will see as many acres as possible prepared to produce a bounteous harvest.

Agents for International Harvester machines---here is an opportunity to do not alone yourselves but your Country a great service. Grain will be in demand, and what country can produce more or better than Canada, and who is more entitled to the profit than Canadian farmers, Canadian merchants and Canadian workmen?

Sell International Harvester machines---made for Canada, made in Canada, and by Canadian workmen. Do your level best to keep the ball rolling, for prosperity comes only out of well-directed activity.

International Harvester Company of Canada, Limited

Branch Houses

At Brandon	Calgary	Edmonton	Estevan	Hamilton	Lethbridge	London	Montreal	N. Battleford
	Ottawa	Quebec	Regina	Saskatoon	St. John	Winnipeg	Yorkton	



The Passing of 1914

Only a few more days and 1914 will have receded into history as a year. Across its months each of us can look at our record of success or failure, while close to us comes the dawning of another year, another turn in the Trail of Time.

The year 1914 will ever be a memorable one in the history of the world. In autumn commenced the most appalling war that civilization has ever seen—a war which embraces almost every country in Europe, the effects of which are being, and will be, felt wherever Commerce pushes her arteries of trade. And the saddest thought of all is to ponder on the untold misery, the want and devastation which follows upon this Titanic struggle of the world powers.

Time and again have we commented in these columns on the damnatory side of modern warfare. Time and again we have outlined the great economic reaction which any nation at war must inevitably suffer. As a unit of the Empire every Canadian deplores this struggle—nevertheless is ready and willing to pursue it to the last man and the last dollar if need be. The European war was not sought by our Empire. Whatever the garbled logic mouthed by Germany and Austria it will stand recorded that Great Britain strove for, pleaded for, peace—until peace with honor was utterly impossible! Might is not right, and for a power of the magnitude of Germany to trample over the land of a small and in-offensive nation, a nation that peacefully pursued its industrial way—is neither more nor less than a crime against the world's civilization.

It is not for us to dilate on the progress of the struggle or upon its probable effects upon powers and potentialities, but it is the heartfelt prayer of every man connected with Canada's implement business that soon this struggle may be over and that it may be the last time that our so-called civilization has to suffer the sight of men shattered, broken and slain for the settlement of any international differences. May this World War lead to a World Peace so that the races yet unborn may have done forever with the hideous expenditure necessary for national armaments.

Christmas! The day when the great apostle of Peace lay in a manger in far away Bethlehem. The day when every Christian race strives to hold true the beautiful and sacred thoughts of home-



CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager
811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS
\$1.00 per year in Canada; Foreign \$1.25 per year. Single Copies, Ten Cents

ADVERTISING
RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, DECEMBER, 1914.

life, happiness and concord. And to-day the feet of soldiery are tramping over the historic plains of Palestine. Let us in our quiet homes throughout the Canadian West thank God that within our confines is peace and harmony. Let us think of others this Christmas as never before; and let each, in such measure as he can, do his utmost to alleviate any misery, want or sorrow which may exist within the confines of his community.

"Bear ye one another's burdens." These words of Saint Paul were never more apposite than at this Christmas when sorrow beshadows so many homes and hearths. In every home this Christmas there will be thoughts of others—not possibly of those whom we know but of the many thousand homes deprived of the father and breadwinner. Through our own little circle will steal the fancies of the wrack and ruin war has brought to so many, and surely as we sit peacefully in the quiet comfort of our homes we shall feel that indeed we have much to be thankful for.

While business has been dull during 1914, a condition intensified by the war, we confidently look for a greatly increased prosperity next year. We have, as a nation, to make the greatest effort in our history to feed the hungry of nations where war has rendered agriculture an almost impossible calling. A greatly in-

creased acreage has been plowed under, and to properly cultivate, sow and reap therefrom will require a greatly increased equipment on the part of West Canadian farmers. To supply this the implement dealer has a great future business in view.

We are now writing our last editorial for 1914, and are closing the tenth year of our existence as the only implement trade journal in all the vast Canadian territory between the Great Lakes and the Pacific Coast.

Since we first wrote in Vol. I, No. I, of this journal we have consistently tried to produce for implement dealers, and all connected with the implement trade in whatever capacity, a monthly journal that covers all points which should be of educative interest to our readers.

During the coming year we hope to still better our efforts in this respect, and to this end we ask the support of every subscriber and advertiser. We ask our readers to co-operate with us in suggesting articles which they would like, in sending us observations of points that arise in their business from month to month. We ask our advertisers to consider the value of our pages as pre-eminently the journal of the Western Canadian implement dealer. No advertisement of farm machinery or equipment in this territory can procure as good results as that directed to the dealer

through our pages. No other similar publication covers practically its entire field as we do. It may be of some value to advertise farm machinery in literary weeklies of large circulation, but to our idea to reach the man who is most valuable from a sales standpoint—the implement dealer—is a more paying form of publicity.

Ere we close we wish to each and all connected in any way with the trade that old wish—

A Merry Christmas and a Prosperous 1915! May the year be for you and yours a banner year of prosperity is the hope of the publisher and staff of Canadian Farm Implements.

Getting the Goods in Time

In a previous issue we have outlined the reasons which we consider will build for a good business for the retail implement dealer during 1915, and there can be little doubt that next spring the farmer will be a far more heavy buyer than was the case last spring. In this connection the dealer is wise who is prepared to meet every reasonable demand made on him for farm machinery and equipment. Consider what would be the effect if all dealers were to delay ordering supplies until spring actually arrived. Deliveries would be delayed for weeks, possibly for months. For the spring and early summer business the manufacturer prepares and produces during the winter months. Should this demand be a hard quantity to gauge many a manufacturer who finds orders slow is cautious in his manufacturing expenditures. Consequently, if dealers wait until the last moment to send in orders for the goods, the result must be a delay in delivery for a large proportion of the trade. Service is all important in the retail trade, and the dealer who orders early and can supply his trade is the man who is going to profit most. Contracts placed early mean money for the dealer. Were both dealer and manufacturer to wait until the last moment how would it be possible to supply the demand when it came?

A Thought

The future of every man depends upon two factors: his aims and his opportunities. At times an unexpected throw of the dice of destiny reveals to you vast possibilities which you never before realized. It is a personal matter that you should be ready

to take advantage of every chance as it presents itself. No element of chance controls your prosperity throughout the coming year. Large upon your horizon looms a great opportunity. Success or failure are personal valuations. In the past the chance may have been lost, the opportunity not realized until it was too late to push your advantage. The coming year will bring to you another chance. See that you grasp it.

Chin!

A young man looking for a position in the implement business bore as a credential a letter from a concern which stated that he "has the necessary extensive vocabulary for selling goods." This, in Scotland, they term the "gift o' the gab." But there can be such a thing as a surplus amount of chin ammunition. A man can, like a parrot, say a great deal without arriving anywhere. The shrewd salesman knows when to talk and when to stop—which is the greatest feature in salesmanship. You can bring a customer to buying point, but beware of talking him beyond that point. A flow of language will even stampede a woman if you don't cut it off at the supreme psychological moment.

Friend Dealer

Again 'tis time for a few more resolutions, a few more thoughts. What about the "get together" spirit as a change from narrowness and selfishness? How about living more out in the open, catching the wider vision and moving in a larger circle? The wider perspective encourages friendlier motives. In a very real sense each of us is his brother's keeper, and it is not necessary that the cold mechanism of business should crush out all the finer sentiments of our lives. Every man in business should invite competition but not so as to become a slave to it. Most of us could do with coming out more into the open so as to invite public inspection. The man who operates a retail store should come out in the open by advertising in the local paper. He should be a live man in his own particular line. The first proof of a man is his attitude to his store. If necessary, clean up shop. Install labor-saving devices. Reorganize your bookkeeping system, if required. Establish a reputation for prompt payments. Keep your credit good. Devote some time to personally canvass-

sing your territory so as to get in touch with your prospects. The personal call, the friendly solicitation and the social talk at the proper time, all represent a phase of modern implement retailing which no man can afford to neglect. Even in a small business, a man may be aggressive and progressive.

Above all, practise the noble philosophy, the gentle humanity of the square deal in all your transactions. So during next year, and all the years to come, may your business prosper and your life work out its destiny on a higher plane.

Economy in Retailing

The dealer should carefully study the expenses of his business and guard against the unnecessary, for there is a strong tendency in the close competition of to-day to extravagance in securing trade. In fact, the consumer is so importuned through advertising, personal solicitation and various other means that he is demanding an excessive amount of service, not realizing that all expense must be reflected in selling prices.

Advertising Your Goods

Is it logical for the implement, or any other, retailer to keep cussing the mail order concerns or direct selling companies who damage local trade, especially if he has got goods to sell and does not let his community know? The large city concerns spend money in putting their wares before the public—heaps of money—yet many implement dealers think that the expenditure of \$5 weekly for an advertisement in the local paper is a financial strain that the business cannot hope to meet. You have got to toot and keep on tooting to let people know that you exist in a trade sense. Lipton's Teas did not become famous so much because they were infinitely better than any other tea made, but rather because they were advertised more than any tea on the market.

Don't Do It!

Among a certain proportion of retail implement dealers—and we hope a small one—a habit prevails of deducting the small discount allowed on most bills for payment within a given time, long after the bill has become due. In justice to the jobber this is manifestly unfair, and the honesty of the action is very

questionable. The discount allowed for cash within a number of days specified upon the bill is simply a premium for the prompt payment of that bill, and lack of promptness in settlement causes the discount clause to become null and void. Every jobber wants the dealer to avail himself of the opportunity to take the discounts allowed for various payments within the time specified, but once the discount date has expired the dealer has no more legal or moral right to deduct a discount than he would have to rifle the safe of the jobber. It is not a natural privilege of the retailer to deduct discounts from a bill past due, and it leads to unnecessary correspondence and loss of confidence in the dealer by the wholesaler. To credit himself with the few dollars comprising the discount may seem innocent enough to the retailer, but it is not business when the date has passed, and is a habit which should be unanimously condemned.

Co-Operation

Some men are so afraid that somebody else may reap some of the reward from their labors that they refuse to co-operate. They are like the foolish man who filled his lantern with oil, lit it and then put a box around it, for fear somebody else might get the benefit of its light.

You cannot carry water on both shoulders. Either you are a friend or a foe. If you are a friend prove your friendship and loyalty by active co-operation with those who are fighting to build up and maintain the prosperity of the small town.

The Force That Wins

The most positive force that any man can have is faith. Some sapient philosopher once said that faith would move mountains. That may be far fetched, but it is a dead certainty that it will blow many of the mole-hills in business away over the dim and distant horizon. No man can be successful without faith. He must have faith in himself, in his ability to do things, faith in his purpose and faith to carry his proposition through. He must have faith in the goods he sells and faith in the statements he makes regarding the goods. And he must have faith in his fellow men—treating no man as doubtful unless he has found him so. Faith is the positive force, the plus that added to personality turns a plan into a reality—a possibility into a paying proposition!

Personal

W. C. Davis has closed down his implement warehouse at Springside.

A. Day has discontinued the harness business he formerly carried on at Estevan.

A new concern started up in Rosetown is the Rosetown Machine and Auto Company.

D. J. Taylor has sold out his implement warehouse at Cabri to a dealer named Robert Fines.

A new harness business has been opened up at Vanguard, the proprietor being Carl Sockalak.

The implement business of T. W. Prout, Portage la Prairie, has recently been reorganized financially.

The Saskatoon Hardware Co. recently suffered a severe loss by fire. The damage is covered by insurance.

The Hallman Machinery Co., Vancouver, is being reorganized and will have a change of management in the future.

J. C. Ross has taken over the implement business at Strathclair which was formerly carried on by a dealer named J. M. Sinclair.

Shoal Lake has a new and well-equipped retail implement store, the proprietors being Wicks & Kennedy, a live couple of dealers.

Walter W. Setter has bought out the harness and implement business at Kamsack which was formerly carried on by Myers Bros.

The firm of Hull and Siand, Forget, has been reorganized. In future it will be carried on under the title of the Forget Implement Company.

The Kindersley Auto Co., in the town of the same name, has been broken up. L. F. Lee will in future control the destiny of the concern.

A. T. Taylor, the well known partner of the firm of Taylor & Young, Vancouver, which handles engines and machinery, is retiring from active business.

A new and commodious garage has recently been opened at Neville. The name of its enterprising proprietors are Messrs. Marquardt & Detlefson.

W. L. Krapp, formerly with the John Deere Wagon Co., Moline, Ill., has been appointed assistant manager of the Turnbull Wagon Co., Defiance, Ohio.

H. R. Murphy, Chilliwack, B.C., who carries on a carriage and implement concern, is reported to have sold a half share in the business to J. Childerhouse.

Bert A. Scott, collection cashier Regina branch of the I.H.C., was

recently married to Miss Gladys Robinson of Hamilton, Ont. We wish them every luck in the future.

The firm of Dewar & Johnson, Gull Lake, who carries on a good business in implements and coal, has been broken up. In the future David Dewar will control the two lines alone.

Work will start immediately on a warehouse for the J. I. Case Threshing Machine Co., 240x60 feet, to be erected on First Avenue North, at Saskatoon, at the rear of their present buildings.

Our old friend, Chris. Johnston, implement dealer, Baldur, is one of the moving spirits in a company recently incorporated at that town for the purpose of erecting a skating and curling rink.

The implement firm of Doupe, Cook & Newby, Virden, has been broken up by mutual consent. Two of the partners drop out, and in future T. H. S. Cook will carry on the business single-handed.

S. A. Foster is the most recent business addition to the town of Radisson. In that center he has opened a new implement warehouse and hopes to win a fair share of the farm machine business of the locality.

The Minnesota Tank & Silo Company has been organized and incorporated at Minneapolis with a capital stock of \$50,000. The incorporators are John W. Wilkins, Edward McM. Pennock and William F. Webster.

David Sherriff, one of the oldest employes of the Brandon agency of the Cockshutt Plow Co., and an implement man well known to the Western trade, was recently elected president of the Brandon Veteran's Association.

B. C. Holt, Stockton, Cal., has been appointed general manager of the North-west Harvester Co., Spokane, Wash. He formerly represented the Holt Mfg. Co. in New York, and is one of the organizers of this new harvester concern.

The Simplex Tractor Co. was recently incorporated in Minneapolis with a capital stock of \$250,000. It proposes to manufacture tractors and power plows. Among the organizers are John W. Muir, G. H. Wilson, C. E. Cottrell and H. J. Hollister.

H. W. Haviland, who for a considerable time has been connected with the J. I. Case Threshing Machine Co. in Canada, has returned to Rutland, Vt. He will cover territory in Vermont, Connecticut and Ohio for a branch of the American Agricultural Chemical Co.

J. H. Guy, financial vice-president of the M. Rumely Co.,

Laporte, Ind., has been chosen treasurer of that company to succeed Emmet Scott, resigned. J. W. Toone, in charge of the sales auditing department, has been appointed assistant treasurer.

R. J. Hutchings, vice-president of the Great West Saddlery Co., Winnipeg, has been appointed provisional president of the Western Canada Cordage Co., Calgary. The company is capitalized at \$1,000,000 and proposes to erect a factory for making binder twine and hemp products.

We regret to report the death of William J. Raymond, manager at St. John, N.B., for the R. A. Lister Co., Toronto and Winnipeg. Mr. Raymond, who was 65 years of age, had been on a business visit to Toronto where he died suddenly of heart failure while in the Union Station at that city.

On November 22 a disastrous fire swept part of the town of Eyebrow, Sask., doing damage to the extent of \$50,000. During the conflagration the implement warehouse and picture house belonging to J. F. Morrow were destroyed, a financial loss of about \$16,000 being incurred, of which only \$1,300 were covered by insurance.

R. I. Byington, manager of the Globe Pump Co., Green Bay, Wisconsin, a concern who produce deep well pumps on an extensive scale, was a recent visitor to Winnipeg. During his visit Mr. Byington looked into the possibilities of erecting a pump factory in Winnipeg, stating that his company were extremely optimistic regarding the future business possibilities of Western Canada.

L. L. Brockett, formerly representative at Winnipeg for the Minneapolis Steel & Machinery Company, who has at different times been connected with the I H C Racine-Sattley Co., and Emerson Brantingham Co., has returned to Minneapolis since the commencement of the war. He has been appointed district sales manager for the Chalmers Motor Company, Detroit, Mich., and will have headquarters in Minneapolis.

O. B. England, who was formerly in the employ of the Waterbury Implement Co., Minneapolis, for a time carried on a retail implement concern at Shaunavon, Sask. Recently he discontinued the implement business and is now engaged in the retail lumber business, having yards at Shaunavon and Cabri. He dropped out of the implement trade on account of depression in that territory, but says that preparations have been made to seed

a much larger acreage in 1915, when he may again break into the implement game.

On November 30 there passed away at Manitou one of the pioneer residents of that center, William F. Crosbie, a former implement agent. The late Mr. Crosbie was born in Dumfries, Scotland, in 1845, coming to Ontario in 1870, and West to Manitoba in 1879. He settled first at Emerson, later opening a retail implement business at Manitou. He was one of the first local agents appointed by the Great West Life Insurance Co., and at the time of his death was the general agent in Southern Manitoba for that concern.

J. M. Huber, president of the Huber Bros. Mfg. Co., Minneapolis, died on Nov. 13 at Colorado Springs, after a lingering illness. He leaves a widow and two children, also three brothers, all officers in the firm. The late Mr. Huber was born at Rockland, Mich., in 1872 and commenced his business career by travelling eight years for the Racine General Mfg. Co., Racine, Wis. In 1902, along with a brother, he established the Huber Bros. Mfg. Co., the business growing rapidly until to-day it is one of the large implement specialty jobbing concerns in the Twin Cities.

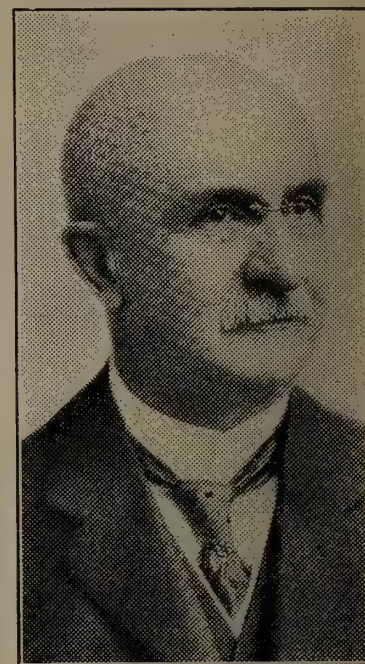
Sales Manager Appointed

The Swedish Separator Company of 1101 Monadnock Block, Chicago, who are introducing into the United States and Canada the Viking Cream Separators, has secured the services, as Sales Manager, of W. M. Warren, recently Secretary and General Manager of the Minnetonna Company of Owatonna, Minnesota. Mr. Warren is well known throughout the trade to all large users of dairy machinery, and will doubtless be a valuable addition to the staff of the Swedish Separator Company, which is endeavoring to make the Viking as well known in the United States and Canada as it already is in Sweden and throughout Europe.

Britain Holds Cordage

One of the effects of the European War has been the laying of an embargo by the British Government on the exportation of hemp cordage and twine to any port, also prohibiting the shipment of canvas, jute, etc., to all foreign ports in Europe save the Russian ports on the Black Sea.

Massey-Harris Director Dies



The Late John H. Housser.

We reproduce herewith a photograph of the late John H. Housser, who died in Toronto on Sunday, November 22, after a brief illness from acute indigestion. The deceased gentleman was a director and secretary of the Massey-Harris Co., Toronto, and was for fifteen years, from 1880 to 1895, a resident of Winnipeg. The late Mr. Housser was born in Beamsville, Ont., in 1849, and was educated in that center, later teaching school in Lincoln County. In 1869 he entered the dry goods business at St. Catharines, and in 1872 entered the agricultural implement business becoming an agent for A. Harris, Son and Co., of Brantford, Ont. In 1880 Mr. Housser came West to Winnipeg as assistant manager for Harris, Son and Co., which post he held until 1891, when the business was amalgamated into the Massey-Harris organization, continuing to be assistant manager of the new corporation. In 1894, he returned East to Brantford as manager, and in 1895 became assistant secretary of the company in Toronto, in 1900 assuming the onerous position which he held at the time of his demise. While a resident of Winnipeg, Mr. Housser was very active in public affairs, being at different times a member of the city council, school board, board of trade, etc. He was connected with several commercial and financial concerns, and was a prominent Mason. To mourn his loss he leaves a widow, two sons and a daughter.

We find, when forced to it, that we can do vastly more than we ever thought was in our power.

Sell the Line Your Customers Prefer to Buy



No. 3—RAPID EASY GRINDER

THE FLEURY RAPID EASY GRINDERS are famous throughout Western Canada. Built in various sizes: 8, 10, 11 or 12 inch plates, with either rod or belt drive. Baggers can be supplied to fit all these mills.

THE GOOD LUCK HORSE POWER WITH GRINDER ATTACHMENT is a horse power and grinder combined. Hopper and grinder head can be removed and the horse power used for operating other farm machinery. It is one of the most convenient and serviceable machines built for farm work.



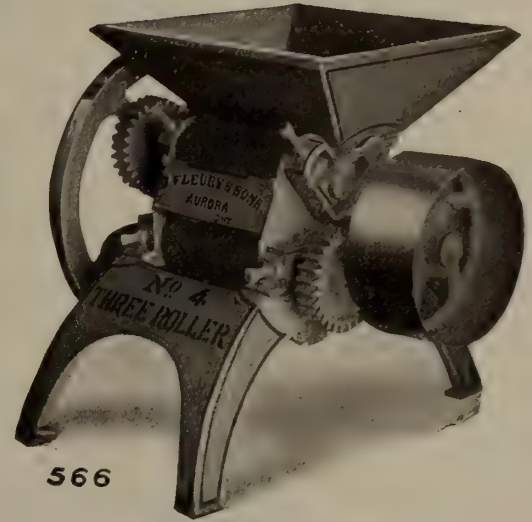
AMERICAN FOSSTON GRAIN CLEANER



GOOD LUCK HORSE POWER WITH GRINDER ATTACHMENT

THE AMERICAN FOSSTON AUTOMATIC GRAIN CLEANER is a grader and cleaner combined. Don't hesitate to recommend it to your trade. The best satisfaction will be obtained from its use. It is furnished in two sizes. Baggers suitable for either size can be supplied.

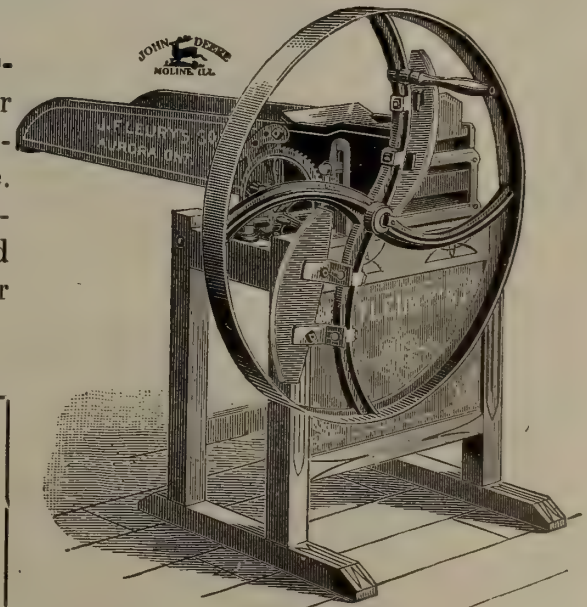
Communicate early with the nearest undermentioned branch house regarding your requirements for these lines of seasonable machinery



No. 4—ROLLER CRUSHER

FLEURY ROLL CRUSHERS will crush an immense amount of grain with very little power. Supplied with either two or three rollers. For very fine work the three roll machine is preferable.

STRAW CUTTERS—A wide range—From the small 8 inch hand lever cutter up to the large Ensilage Cutter with 14 inch feed, cutting and elevating from seven to fifteen tons of corn per hour. Every one of your customers can get the cutter that best suits their requirements. Operated by hand, belt or rod drive.



No. 3—STRAW CUTTER

John Deere Plow Co., Limited

Winnipeg Calgary Lethbridge Saskatoon Regina Edmonton

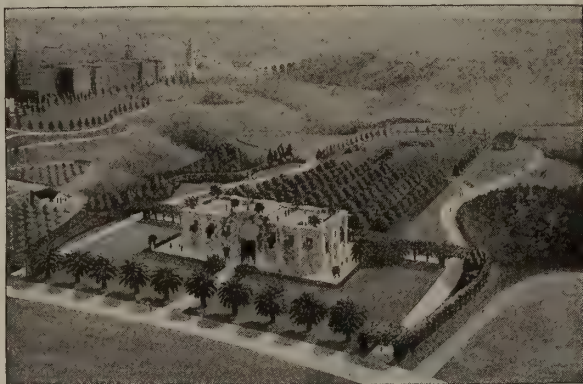
An Exhibit at San Diego

The magnificent display of the International Harvester Co. at the Panama-California Exposition at San Diego is now completed and awaits the opening of that great event upon New Year's Eve. For nearly eighteen months the area of five acres devoted to this great exhibit has been a scene of the greatest activity. A large building has been erected; a citrus orchard planted; an irrigation system installed; many machine models located—all the special equipment laid out so as to make a display commensurate with the importance of the harvester organization as an educative power in the farm machinery world and in agriculture.

Large and comprehensive as the San Diego exhibit promises to be, it is not expected that it will affect in any way the contemporary exhibit of the Company at the Panama-Pacific International Exposition of San Francisco next year.

A most interesting feature in the display is the showing in actual operation of the various functions of the machines as applied to the different parts of the country for which they are designed. For example, the citrus orchard of the International exhibit is already bearing fruit after having been planted, cultivated, sprayed and generally developed along the most accepted methods of

irrigation. The water is raised by an oil engine attached to a centrifugal pump and is delivered to the orchard through standard concrete pipes and hydrants. The orchard plot is disked and cultivated with an orchard tractor, and the fertilizer is applied by the same motive power drawing a regular stock manure spreader. An oil engine-driven spraying outfit is in use, drawn by a small tractor. Beyond the orchard is a field of alfalfa, also a large bare demonstration field in which plowing and other heavy machines are shown at work each day drawn by various size oil engine outfits. The alfalfa will be cut from time to time during the



A Bird's-eye View of the I H C Exhibit

Exposition and the latest design of motor hay press will be in operation exactly as on a typical alfalfa ranch. Both the orchard and demonstration field are interspersed with shade trees through which pleasant paths wind in and out.

Special attention will be paid the comforts of visiting implement dealers. The International

exhibit will become his postal station, business office, rest room, social center and general headquarters, if the dealer feels so inclined. Writing desks, lavatories, rest rooms, etc., are a few of the conveniences afforded visiting dealers and their families.

On the main floor can be seen the machine exhibit proper. Here will be seen the latest models of modern farm machines. A 50 h.p. Mogul oil engine is in constant operation, furnishing the light and power to run the compressed air plant, and the electric motors which drive individual machines. Each machine will be in motion, many being equipped with glass parts and electric lights so arranged as to show all working mechanisms as they operate in the field.

As an educative exhibit for all interested in any way in modern farm machinery, the International exhibit should surpass any previous demonstration of the kind. It will, we feel sure, be one of the great features of the San Diego Exposition, and a telling demonstration of what our modern civilization owes to the makers of farm machinery.

The Twine Outlook

In considering the future prices of binder twine one manufacturer expressed the opinion that the quotations for the 1915 trade will not be much lower than those of last season. This view is based on the fact that a large quantity of twine was carried over. This twine was of course made from fiber purchased last season, which was then high in price. Notwithstanding the fact that fiber is now

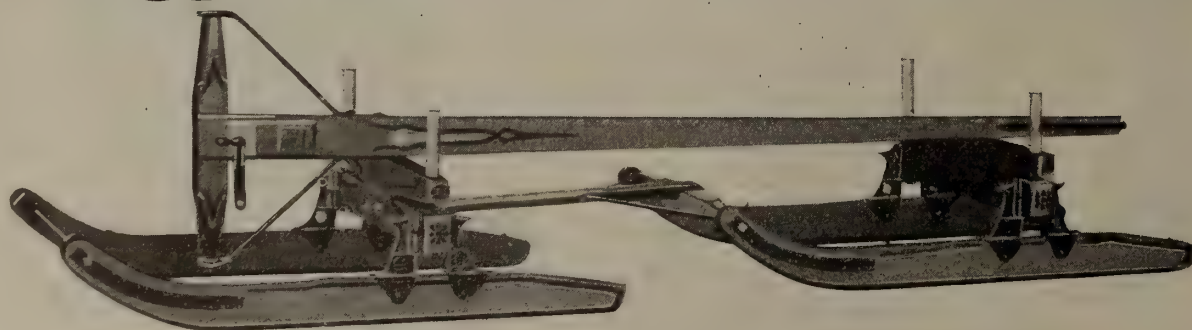
considerably reduced in price this carried-over twine will necessitate pricing on a basis to cover such charges as interest, storage, insurance, etc. Consequently in figuring the average cost for the 1915 product manufacturers will take into account the value of the carried-over twine at its accrued value.

There is, however, likely to be a material reduction from last year's prices. Already one manufacturer has quoted 8 cents on sisal and standard (Chicago prices) which is a cent below the 1914 figures of the same concern. The same source of supply shows a cent reduction in 600-foot twine and pure manila, and half a cent in 550-foot twine. The 1914 surplus must show a large carry-over of stock since the demand fell far short of the supply.

When Law is Barred.

Let us say right here that we would not like to belong to the Mennonite Church, whatever it's efficacy towards a happy hereafter! Why? Because you can't use the courts to collect your just and lawful debts. That is dead against the rules of the Mennonite sanctuary. For ten years Jacob J. Heinrichs has done business as a merchant at Osler, a town near Saskatoon. He must have had some long-drawn out accounts for he had finally to enlist the aid of the law to collect his debts. Doing so came bump agin' Jacob Weins, the bishop of his church, who promptly excommunicated the mercantile Jacob. Heinrich states that this excommunication has killed his business, put the kibosh upon his trade. He, therefore, is suing his former church for \$34,200 damages—and we hope he gets it. In old time tales we have read of how the excommunication stunt was done with bell, book and candle, but we never realized that it could hit a retailer such a jolt for trying to collect what was owing him and we could scarcely commend the Mennonite religion for the majority of implement dealers.

Gregg Malleable Knee Sleighs



GREGG Sleighs possess every good quality your customers are looking for. Steel or cast shoes. Runners 2, 2 $\frac{1}{4}$ or 2 $\frac{1}{2}$ inches.

STRONG—DURABLE—EASY RUNNING

They keep the road. They embody all the good features of the start pin Sleigh—but have none of its weaknesses.

Write for YOUR copy of our Catalogue

GREGG MANUFACTURING COMPANY, LTD.

WINNIPEG

ATTENTION!!

THE BEST METHOD
TO INCREASE YOUR
SALES
PLACE YOUR ORDER
NOW FOR
QUALITY CUTS

STOVEL LIMITED
PHONE 6 1600

As You Would Like to be Treated

The square deal always pays, despite all the stories about Wallingford you may read and enjoy. A man stood in an implement store the other day and a customer entered wanting a feed cutter. The dealer happened to have a large variety of these cutters in stock—and the customer would have bought whichever size the dealer thought best. But the latter simply asked:

"John, what size is that engine you have out at your place?"

"She gives me about five horse power," replied the farmer. The dealer accordingly sold him a cutter that would suit the power available—a smaller size by far than many he had on display. It was the right way to build business, though. The fellow who would have looked at present profit instead of future orders might have tried to sell the customer a feed cutter his engine could not have operated. This much the onlooker said when the customer had departed, and the dealer's reply is one that is worth reflection. "What profit would there be for me, or any implement man, to sell a machine that would be useless to the customer? Would ten, or fifteen, or twenty dollars recompense me for the loss in reputation I'd have in the mind of that man, and in the mind of every one of my customers whom he told that Jim Jones had handed him a raw deal in

selling him a useless machine for his purpose? No siree, the square deal is before the dollar every time!"

A New "E-B" Tractor

The latest addition to the line of the Emerson-Brantingham Co., Rockford, Ill., is their new "Model L" tractor. For the past twelve months this tractor has been tried out under every possible condition, and results, it is stated, have fully proven its worth. The tractor is 12 h.p. light weight, three wheel, suited for either field or road work. The engine is four-cylinder, four cycle, with roller and ball bearings, the gears running in an oil bath. Demonstrations by the company have shown that the cost of plowing with this tractor is 48 cents per acre.

Change of Seed

Regarding the change of seed, the results of experiments differ materially, and conclusions drawn from them are conflicting. Most experts agree that when any crop is grown under soil and climatic conditions which produce the maximum vigor and excellence in the crop as a whole and in individual plants, nothing is gained, and much may be lost by obtaining seed from different soil or climate.

A change of seed, grain or potatoes may be highly beneficial,

but if done purely for the sake of a change results may be poor, and the introduction of new weeds a menace. On very few Canadian farms will seed be found that cannot be improved. When farmers cannot, or have no inclination to, apply to their crops the methods of selection they apply to live stock they should obtain pure seed from those who specialize in its production.

The various mechanical devices upon the implement market for the cleaning and grading of seed do not get sufficient attention from farmers. Such machines have an endless amount of selling arguments for the implement dealer, and a knowledge of the necessity for good, clean seed, coupled with the knowledge of the various points of the fanning mill, cleaner and grader, or smut destroying appliance, should make this line one of the most profitable an implement dealer can handle.

Know the Machines You Sell

The profit that the dealer makes is not the difference between the cost and the selling price. If you sell a customer a machine for \$60 that cost you \$40 it looks good, but if you spend five or six days running out to fix the machine and still have a dissatisfied

customer (or the machine is finally returned) you have actually lost money, instead of having made \$20, because that customer will tell his neighbors, and when his neighbors want a machine they certainly won't buy one that they know gives trouble. Therefore, you have lost money on the sale you have made. You have lost the confidence of that customer and his neighbors. A good machine sold will bring you more business for the same machine. It makes you solid with your trade. A poor machine acts the reverse.

When you get your customers lined up so they will come and tell you they want a cream separator, spreader or any other machine, and ask you which is the best machine for them to buy, and believe what you tell them, then you will be on a solid foundation; your trade will grow and your dealings will be more pleasant.

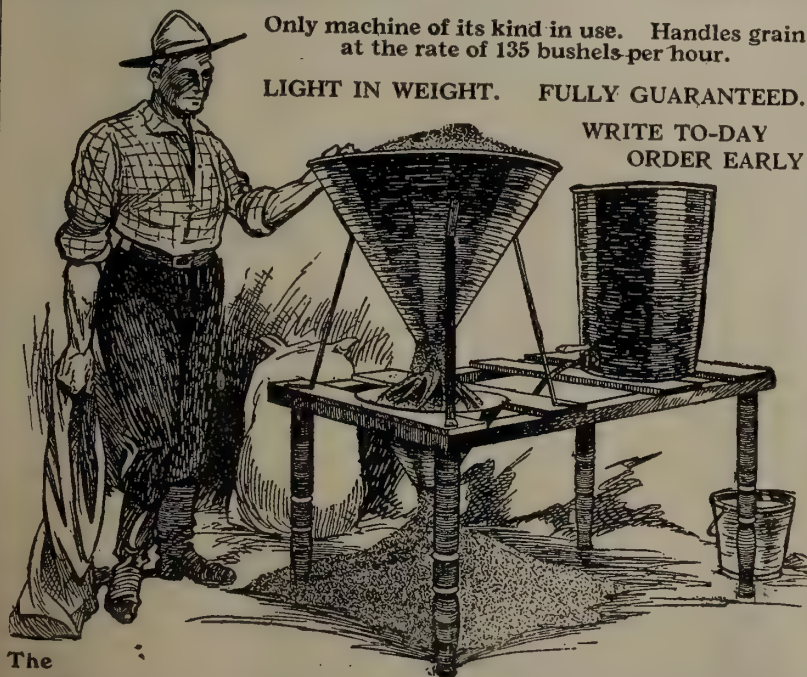
To accomplish the above you must be wide awake. Buy with caution and greater care than you would if you were buying a machine for your own use, because you have many customers depending on your judgment; fool them once and they will mistrust you. Diagnose every machine you contract for; know how it is made and why.

The Pickler of Perfect Action

Only machine of its kind in use. Handles grain at the rate of 135 bushels per hour.

LIGHT IN WEIGHT. FULLY GUARANTEED.

WRITE TO-DAY
ORDER EARLY



The FAMOUS STRATFORD AUTOMATIC SEED GRAIN PICKLER. No power required. Every kernel treated. Requires less solution than any other Pickler. Liberal discount to the trade. Address:

THE MACDONALD THRESHER CO., LIMITED
P.O. Box 1296 Winnipeg, Man.

King of Wild Oat Separators



THE OWENS
"NEW
SUPERIOR"
WILD OAT
SEPARATOR

With our patented open and blank space sieves, it positively separates every wild oat seed, causing them to lie flat, and not up on end.

Patented Adjustable Wind Boards

are provided so that blast is always under control. Can blow out as much or as little as you like, making it a perfect oat cleaner and grader. The lower shoe is fitted with a cleaning rack that is adjustable, never touching the sieve, but just close enough to knock out any grain that gets stuck when going over the sieve. It is movable, working back and forth about two inches in opposite directions to the shoe. By this improvement the capacity is increased about 25 per cent.

It is Strong, Well-built and Bolted—Not Nailed

Our machine is built to clean any kind of grain and do perfect work. What the "NEW SUPERIOR" cannot do, no other can do. Exceptionally easy to operate, it will appeal to your customers. Made in Sizes 24, 32 and 42 inches wide, with or without bagger, and with power attachment for gasoline engine if desired.

WRITE FOR DEALER'S PROPOSITION AND FULL PARTICULARS.

Cushman Motor Works of Canada, Ltd.

Builders of light weight, high grade Gasoline Engines for all Farm Power Work
289 Princess Street, Winnipeg

As Allies—At Last

It is assuredly a sign of the times that a friendly conference has recently been held at Winnipeg between representatives of the farming and manufacturing interests in the Canadian West. The upheaval of civilization and commerce following on war has in many lines of effort shown a unifying influence between factions which aforetime resembled the famous Kilkenny cats. In Great Britain political differences have been sunk in order to combat a national menace, and we trust that now the farmers and manufacturers of Canada have buried the hatchet and smoked the pipe of peace they may ever in the future work together as Canadas' two greatest forces for the mutual benefits of their nat-

ural relationship, and for the prosperity of the Dominion as a whole.

Surely the world has seen enough of war—both with weapons and with words! It is a sign of civilization that men work together and co-operate; the primitive cave man realized that fact when he herded his kind into tribes. Out of political and commercial friction we surely have had enough of strife, and while buyer and seller must always have a mutual interest and a mutual antagonism, it is best, not only for them, but for their nation, that they pull together for the good of all. The farm is the supreme fundamental foundation of our country—but the factory also has its tremendous importance in our economic fabric. When factory and farm are in unison things are assuredly better for all intermediate callings and vocations.

At the conference of farmers and manufacturers the chief work achieved was practical preparation for future activity, with especial attention to the general improvement of agricultural conditions. Any spasmodic attempt at expansion in farming was deprecated, and wisely. As a nation we must build firmly, and permanent benefits can only be obtained by such expansion as is justified by a prospect of continuous success. Lord Kitchener has decreed that to make a passable soldier it requires at least six months, and if any man ought to know it is K. of K. Is it, then, possible to assume that you can take a man who has tended a loom or wielded a hammer, and to throw him on to a quarter section with immediate agricultural suc-

cess as a result. It is a crazy pipe dream! Vocational training is essential to-day, and whether a man is to farm or to file he must know how.

We have many evils to overcome, many economic anomalies. We had a wastage of the apple crop for which the West was ready to pay a remunerative price, and in the West we had hogs aplenty, but great economic obstacles in the way of bringing feed to them or shipping them to where feed was abundant. We have problem after problem connected with the economic and social life of agriculture, and on the good old assumption that "two heads are better than one," it is surely the dawn of better conditions when the cohorts of agriculture and the cohorts of industry combine to work for greater economic prosperity. The manufacturer has his problems—and some of them very hard to solve. He has to contend with strangled commerce, financial unrest, ruined markets and a thousand and one other difficulties. Likewise upon his shoulders is usually thrown the blame for the unemployed in our cities.

Personally we have met few farmers who were enthusiastic over paying a man \$30 a month, and board, for whom they had not the slightest use. Yet, considering the factory, the farmer too often voices his idea of our unemployment in pretty much that line of argument. It would pay many a commercial concern to-day to shut its doors for a few months instead of keeping staffs going, but the closed door is the token of ruin that no concern can risk. And it is to the credit of many firms that they have fought to keep their people employed.

Farming alternates between a season of outlays and a season of returns, and the demand of the farmer for cheaper money makes this fact stand out clearly, yet it is idiotic to ask, as did some Western farmers, that a government should establish minimum prices for grain, paying the balance when commercial prices fall lower.

Farming is, or should be, a

business; and the business man must, and does, take the bitter with the sweet, losses with profits. At all events, the intelligent and comprehensive analysis of agricultural conditions as they are is an imperative necessity, and now that steps have been taken toward that end we will surely, as a nation, lay aside petty differences and political machinations, and seek for the causes and influences which are derogatory to Canada's agriculture. To locate the trouble and to take measures to affect its cure will be the great step towards a renewed agricultural and industrial prosperity throughout the Dominion.

Using a Catalogue

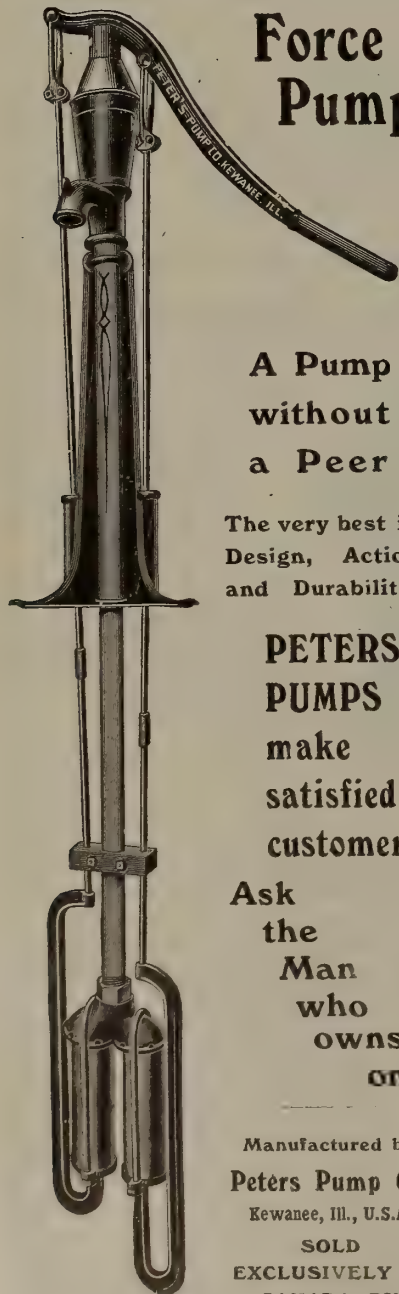
The editor of a small Western Canadian weekly, who must be of a sardonic turn of mind, recently penned the following for his editorial:

"By some inadvertence of destiny a large and luminous mail order catalogue arrived at this office during the week. It contains almost everything we don't want—from manicure sets to lawn sprayers! However we have a firm belief in the utilization of matter, and with the assistance of a paper knife we have trimmed some four hundred pages into very useful wrappers for this newspaper—which will be used in mailing our copies sent to the city. The other few hundred pages make excellent kindling and the wife of the Editor, being Scotch, has used the hardware section to transform into spills for lighting the lamp that illumines our humble but happy home."

Lincoln's Logic

Do not worry; eat three square meals a day; say your prayers; be courteous to your creditors; keep your digestion good; exercise; go slow and go easy. Maybe there are other things that your special case requires, to make you happy, but, my friend, these, I reckon, will give you a good life.—Abraham Lincoln.

Peters Double Cylinder Force Pump



A Pump without a Peer

The very best in Design, Action and Durability.

PETERS PUMPS make satisfied customers

Ask the Man who owns one

Manufactured by
Peters Pump Co.
Kewanee, Ill., U.S.A.
SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope Anderson Co., Ltd.
Winnipeg Regina Saskatoon Calgary

Write nearest Branch House for Particulars

FRAZER AXLE GREASE.



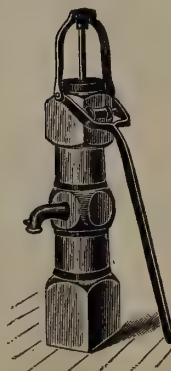
Not affected by Heat or Cold.
Highest Awards at Centennial, Paris and World's Fair.

MANUFACTURED BY **FRAZER LUBRICATOR CO.,**

Factories: St. Louis, New York.

NICHOLSON AND BAIN, Agents.

WINNIPEG, MANITOBA.



Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order

Brandon Pump & Windmill Works

Brandon Man.



A Belgian Viewpoint

Among the commission who visited America on behalf of the Belgian Government was Henry Cartin de Wiart, Minister of Justice for that country. After leaving a homeland which was ravaged and devastated by war, it is interesting to think of what was the first impression these Belgian gentlemen had of America—meaning Canada also. Listen to what Monsieur de Wiart said:

"The keynote of American life is waste. On our ride from Montreal to Chicago we saw hundreds of miles of fertile land lying fallow. We saw orchards and fields with ungathered products rotting on the ground. We saw miles of young trees being destroyed by fires started by engine sparks and left to burn unnoticed. Everywhere the farms and residences were divided with wooden fences that contained enough lumber to build the homes of an empire. The waste of America is not confined to materials. Never can a European believe the magnitude of wasted labor in America unless he visits the cities. Hundreds of thousands of men, whose energy might be applied to production, remain in enforced idleness. In the country, wasted lands; in the cities, wasted men. On the trees and plants, ungathered food; in the centers of population, hungry people. Those are the economic elements of American life. Why do not the statesmen here address themselves to bringing about an adjustment that will cure these evils?"

A Plea for the Large Plow

The hauling of the plow is the one operation on the farm that surpasses all others in the amount of horse power required. To accomplish the maximum amount of plowing at a given expenditure of energy would seem to be aiming at the best advantages in connection with the operation. A professor of Agronomy in the Louisiana State University voices a plea for the large plow. He contends that:

We can plow deeper. The process of deepening the furrow should be done gradually—not over two inches in a single season. If done more rapidly than this the new soil turned up will not have time to "weather" enough for best crop yields.

Deep plowing means better drainage in some instances, less erosion of the soil, breaking up of hard pan in other cases, better turning under of vegetation, and

better mixing of this vegetation with the soil particles, better aeration, which, in turn, means greater activity of all beneficial soil bacteria.

We can turn a better furrow. A large plow is better designed and better made than a small plow, and, when the type is suited to the soil, will pulverize the furrow slice much better.

This means a better seed bed and more favorable conditions for plant growth. To this extent, then, the size of the plow has a direct bearing upon crop yields.

A large plow is of better material, usually, and better workmanship, and in the making more attention is paid to important details. For example, the large plow is more carefully constructed as to land and suction, and has a much greater range of adjustment at the hitch or bridle.

The draft of a large plow compared with a small one is not in the same proportions as its size. This means that a 12-inch plow, under the same conditions, will not require twice the pounds necessary to pull a six-inch plow.

Larger plows enable one man to do more work. A large plow, it is true, will require more horse power, but one man can handle a relatively large plow as easily as a smaller one and at the same time accomplish a great deal more.

Plymouth Twine News

We are in receipt of the latest issue of "Plymouth Twine News," the house organ of the Plymouth Cordage Co., North Plymouth, Mass., in which is given in detail their free system of advertising help to dealers. Summarizing their 1915 Service campaign the company divide it into, mailing, distribution, display and newspaper sections. Facsimiles of posters, folders and dealers' electros are shown in color, the whole publication being most tastefully produced and edited.

Peculiar Economy

How often one can see a dealer who will fight like a wild cat for a 5 per cent discount on goods—but who will go clean up in the air when he is asked to join an association that will save him from thirty to fifty per cent on insurance. It is peculiar how a man will struggle to save fifty cents yet fail to realize the necessity and wisdom of expending five dollars so that he may save fifty.

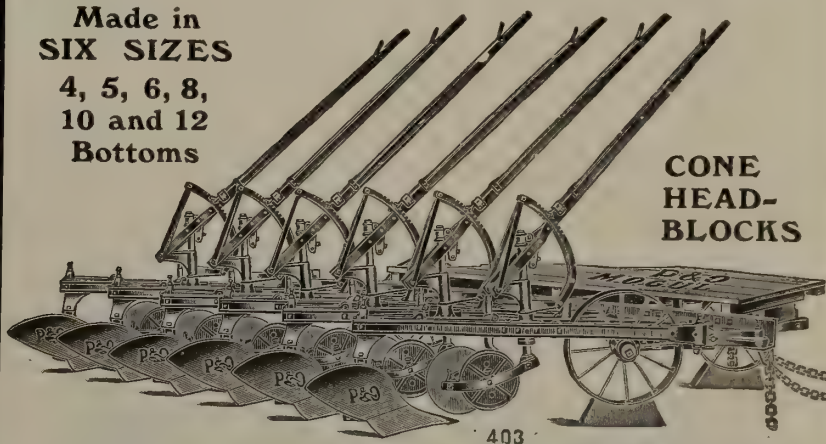
P & O Mogul ENGINE PLOWS

Individual hand levers, long and powerful, afford instant adjustment and absolute control of bottoms under all conditions. These levers are arranged to converge toward a common center, thereby facilitating their operation. By the latter feature you may know a Mogul as far as you can see it for it is the only plow which is so constructed.

The construction of the whole plow is symmetrical and substantial. It is built to stand the hardest kind of work. The frame is built of heavy angle iron, securely braced and bolted. The bottoms are as good as experience, the best material, and the most rigid inspection can make them. The various styles of bottoms are interchangeable. The styles include Scotch Clipper, Stubble, Prairie Breaker, Rod Breaker, etc., so that you can get a plow equipped with bottoms to suit your soil.

Made in
SIX SIZES

4, 5, 6, 8,
10 and 12
Bottoms



CONE
HEAD-
BLOCKS

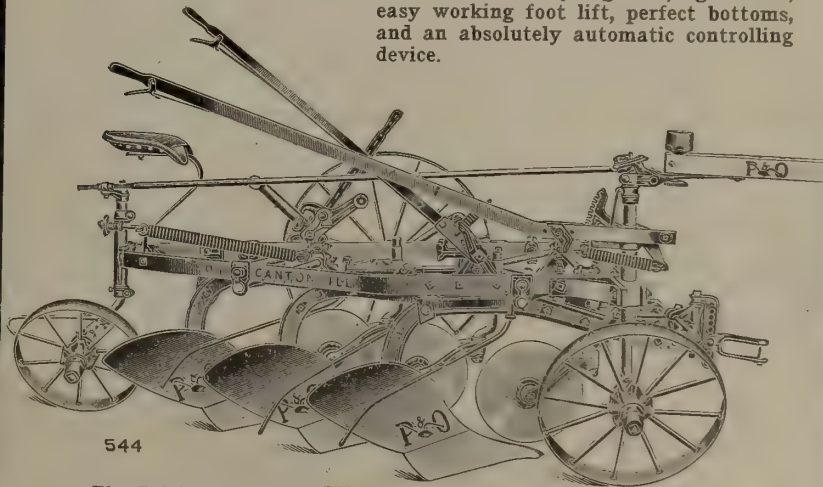
Other important features are: Pin break, spacing blocks between beams to insure alignment, ratchet stops to gauge depth, and cone head blocks for taking up looseness in beam couplings resultant from wear.

Write for Pamphlet "Traction Engine Plowing."

We protect purchasers of P. & O. implements from litigation or damage suits because of patents.

P & O Three-Furrow Diamond

The "Three-Furrow" is the largest of our famous line of Diamond Riding Plows, and is intended for use with 6 or 7 horses. It has all the good features of the two-furrow gang, which has been a favorite for years. Some of those features are: Extremely high lift, light draft, easy working foot lift, perfect bottoms, and an absolutely automatic controlling device.



The P. & O. Three-Furrow Diamond is especially suited to the needs of the man who has too much plowing for the ordinary riding plow, but not enough to warrant the purchase of an engine outfit. It will stand the hardest usage, and like every other tool we make, is backed by our UNQUALIFIED GUARANTEE. Write for circular.

Parlin & Orendorff Co., Canton, Ill., U.S.A.

International Harvester Company of Canada, Ltd.

SALES AGENTS FOR CANADA

Winnipeg, Brandon, Regina, Saskatoon, Yorkton, North Battleford, Estevan, Calgary, Edmonton, Lethbridge.

A New Farm Tractor

A new company incorporated at Minneapolis for the production of a low-priced farm tractor is the Hartsough Tractor Company. This tractor will be known as the "Lion," and was invented by D. M. Hartsough, formerly interested in the Big Four and Bull Tractors. Making and selling rights have been purchased for the United States and Canada.

This is a modification of previous machines in that the guide and balance wheel is done away with and the machine carries all its weight upon two bull drive wheels, avoiding lost motion in pushing or pulling guide wheels. The balancing of the machine is attained through its coupling with the machine which it is to pull, whether a gang plow or other implement.

The Diamond Iron Works,

Minneapolis, will produce these tractors, the selling price of which is reported to be only \$345 in the United States. G. A. Bingenheimer, president of the Diamond Iron Works, is president of the new corporation.

An interesting sequel to the incorporation of the Lion Tractor Co., Minneapolis, is the filing of a suit against the concern for \$100,000 damages, by the Bull Tractor Company, Minneapolis. The complaint alleges that the Bull Tractor Co. engaged D. M. Hartsough, inventor of the Lion tractor, to manufacture a tractor that would be an improvement on the Bull Tractor now upon the market. It is alleged that Mr. Hartsough accepted the commission and made a tractor that could be sold for \$50 less than the price of the Bull Tractor, then sold the design to the Lion Tractor Co. A patent was obtained and the new machines placed upon the

market. A restraining order is asked, prohibiting the manufacture or sale of the new tractor by the defending company.

Russia's Implement Trade

In dealing with the implement trade of Russia a British Vice-Consul (Kharkov) states that the lack of reliable and financially strong agents has resulted in a loss to implement manufacturers. The latter also, he says, are too prone to trade without knowledge of the market and through merchants of poor standing. The actual customer, be he landowner or peasant, is however, safe to deal with.

It is usual in Russia to take bills from the farmer, but often he fails to realize the seriousness of his obligation, and will not pay until he has sold or mortgaged his grain. With a bad harvest and low prices the usual result supervenes. The proportion of credit sales rises steadily. Some 15 years ago the merchant carried 20 per cent of his account over to the following year. This figure now runs to 40 and 50 per cent, or even more, according to the class of machinery dealt in.

Plows and other small implements are sold frequently for cash or on short credit, say six months. Grain drills, harvesting machinery and small threshers with horse gears are very generally sold for payment in the autumn, or after the next year's harvest. Larger machinery, such as motor or steam threshers and flour mills, is sold on credit extending over two to four harvests. Agriculture and the grain trade has benefited to an enormous extent by this system, whilst it has given the manufacturer an increased and profitable business that could never have been obtained on the old terms of payment.

Canadian Crop Data

The Census and Statistics Office recently issued the yield and value of potato, roots and fodder crops during the past season, with the area and condition of fall wheat sown for next year's crop, etc.

Potatoes, turnips, mangolds, etc., hay, clover, alfalfa, fodder corn and sugar beet occupied this year a total area of 9,070,700 acres, at an estimated value of \$226,668,000.

Potatoes gave a yield of 85,672,000 bushels from 475,900 acres—an average yield per acre for Canada of 180 bushels—which is

higher than in any year since 1909. At an average price of 49 cents, the potato crop nets \$41,598,000.

Turnips and other roots yielded 69,003,000 bushels, valued at \$18,934,000. Hay and clover 10,259,000 tons, value \$149,999,000. Alfalfa 218,400 tons, value \$3,096,000. Fodder corn 3,251,000 tons, value \$15,950,000. Average yields per acre are: turnips 394 bus., hay and clover 1.28 tons, fodder corn 10.25 tons, alfalfa 2.42 tons.

The bulk of the fall wheat crop is grown in Ontario, where, this year, the estimate is for 1,043,000 acres. In the prairie provinces the area sown to fall wheat has again decreased in view of the continued discouraging seasons for the crop. In Alberta, however, it is estimated that 230,000 acres have been sown, and in B.C. about 6,000 acres.

The early harvest and favorable conditions for threshing in the prairie provinces have enabled excellent progress to be made with fall plowing on land to be seeded next spring. Measured in percentage of the total land intended for next year's crop it is estimated that in Manitoba 92 per cent of the area is plowed, in Saskatchewan 77 per cent, and in Alberta 56 per cent. These figures are up to October 31, and are ahead of the past two years. With good conditions next spring the land should be in excellent condition for the raising of bumper crops throughout the West.

A New Soldering Iron

An inventor in Independence, Kansas, has received a patent on a new type of soldering iron. This iron operates on the principle of the fountain pen. The molten metal is drawn up into the iron by a bulb. The iron not only is said to retain the heat, permitting more rapid work, but flowing from the inside of the iron the soldering material is more readily applied to places hard to reach and with an important economy in the use of material.

A Fervent Wish

Mrs. Mulvaney was leaning elegantly against one of the doorposts of her domicile when her friend, Mrs. Carr, happened along bearing in her arms her twelfth child.

"Arrah, now, Missus Carr—an' there ye arr, up and aroun' agin wid another little Carr!"

"Yis, Bridget, another little Carr it is—an' so far as I'm consarned I pray the Lord that it's the caboose!"

WATSON'S LIGHT DELIVERY SLEIGH



This Delivery Sleigh is supplied with either shafts or pole, has strong, well-braced bobs and steel shoes $1\frac{1}{2}$ inches wide. Weight.—Bobs only, 280 lbs.; with platform and racks, 540 lbs. Tastefully painted. It is a sleigh you can sell, and the price is right. An ideal bob for mounting school vans.

Can supply platform same as an express sleigh with racks and seat as shown.

Write for Full Particulars
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John Watson Mfg. Co.

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Eastern Canada and Home Visitors' EXCURSIONS

DAILY DURING DECEMBER
LIBERAL STOP-OVERS. FREE SIDE-TRIPS.

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Tourist and Standard Sleepers, with electric lights in both upper and lower berths, daily between Edmonton, Saskatoon and Winnipeg. Dining car service equipment and roadbed unexcelled.

Tickets to Old Country at greatly reduced rates on sale
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Our Agents will be pleased to furnish any
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Travel via the
Best New Railway
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Eastern Excursions



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First Class Round Trip Fares From WINNIPEG To

2 Express Trains Daily 8.10 to Toronto and Montreal 21.10 to Toronto	{	TORONTO Territory	\$40.00
		MONTREAL Territory	\$45.00
		ST. JOHN Territory	\$59.30
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Corresponding fares from other points and to all stations in **ONTARIO, QUEBEC AND MARITIME PROVINCES.** Stopovers east of Fort William. Return limit, 3 months.

Pacific Coast Excursions

Tickets on Sale:

Dec. 10, 11, 12, Jan. 15, 16, 17, 18, Feb. 9, 10, 11

First Class Round Trip Fares from WINNIPEG

2 Express Trains Daily Leaving at 14.55 and 22.35	{	To VANCOUVER	\$50.00
		VICTORIA	
		WESTMINSTER	

Corresponding fares from other points. Tickets good going for 15 days. Return limit, April 30, 1915. Stopovers within going and returning limits.

**Standard Sleepers, Tourist Sleepers and Dining Cars
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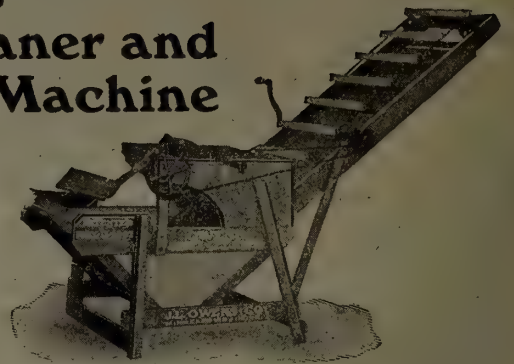
F.O.B. Windsor

5-passenger Touring and Roadster



THE OWENS Smut Cleaner and Pickling Machine

No Machine can equal them for Treating Seed Grain. Made in two sizes. Sold on a positive guarantee to prevent smut.



YOUR Customers want this Machine

With high prices assured for grain next year, every farmer will realize the necessity of treating his seed grain so that he may have an increased yield of perfect quality grain.

Owens Smut Cleaners separate smut balls, wild oats, king heads and all light seeds from wheat, also wild oats and all light seed from barley. By them the farmer can get perfect results. The grain is thoroughly pickled and elevated into the wagon box, being dried by the drainage through elevator sieve. An automatic skimmer removes all impurities over a drainer-sieve at tail of machine, ejecting same, while wasting none of the pickling solution.

Capacity—30 to 75 bushels per hour

No. 3 machine handles 30 to 50 bushels per hour; No. 4, 50 to 75 bushels, accommodating either the small farmer or the large grain raiser. Strong construction, heavy timber; rustless solution tanks of 30 and 50 gallons capacity.

The most economical machine you can sell, and backed by a positive guarantee.

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Get the Agency for our Machines

It will mean money for YOU

Cushman Motor Works of Canada, Ltd.

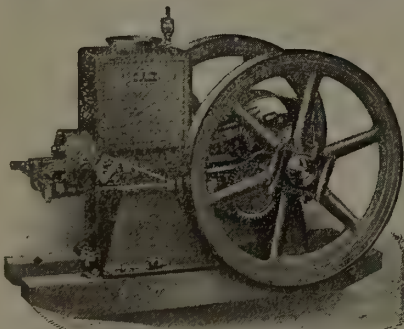
Builders of light weight, high grade Gasoline Engines for all Farm Power Work

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The Bulldogs Hold Trade!

THE BULLDOG GASOLINE ENGINES

made in sizes from 1 3/4 to 12 h.p., are a line that will bring the implement dealer profit and prestige. Of solid construction and absolute dependability, they are engines that are adaptable to general work on the farm. Their sale will mean money to you, Mr. Dealer.



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We produce a complete line of these fanning mills, which we sell on an absolute guarantee to give satisfaction in every way. These machines are built in three sizes, 24, 32, and 40 inch sieve widths.

Here is shown our 40 inch Power Mill with Wagon Box Elevator attached. This mill will elevate grain into the wagon box or into a bin 8 feet high. It is especially adapted for use on large farms.

LET US QUOTE
YOU PRICES



The 40-inch Power Bulldog Mill

Twin City Separator Co. Ltd.

179 Bannatyne Avenue, E.

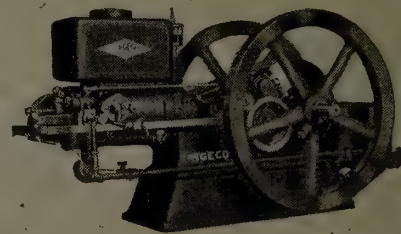
Winnipeg

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That's what your customers require. Can you supply the demand that exists?

We saw it coming months ago. With our ears to the ground and alert to the needs of the future, we have not been idle. We heard the rumble afar, we planned to be ready when the demand came. Furthermore we wanted to make sure that when we offered you oil engines they would represent the very best—the simplest, safest, surest-to-run and easiest-to-sell oil engines on the market. Here they are!

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Kerosene
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For Farm,
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Foundry, Shop
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from 1 1/2 H.P.
to 7,000 H.P.

The time is ripe to introduce oil engines into your neighborhood—engines you can recommend and stake your reputation on—the kind that will help you to more business and more sales because they make good. That means "INGECO" ENGINES—handled by an institution that is not only financially solid, but enterprising enough to take an interest in helping you to make sales—giving you the kind of co-operation that really means something in finding prospects and landing the orders. By our extended mailing campaign we purpose to put our literature in the hands of every one in these Western Provinces who might want our lines. Do you want to share in the resultant business?

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